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The Journal of Media and Social Development is an initiative to create scholarship in the area of media and social development by encouraging scholarly work by the academicians in interdisciplinary areas of social sciences.

The Journal is a platform for publishing high quality original research and experiments in the significant areas of economic, political, social, cultural and media perspectives of development.

The Project has established Centre for Area Studies. The Centre has started M.Phil in 'Area Studies - Karnataka Studies' for the first time in the state of Karnataka.

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Journal of Media and Social Development

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RAVI KUMAR P

P. A. VARGHESE

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A Survey of Facebook Usage of the Students of Osmania University Campus Colleges

WELDU GHEBRESELASEI GHEBREYESUS

Abstract

The advent, pervasive use, and appeal of Facebook, in particular, and social networks, in general, have drawn the attention of scholars from various fields with the prime objective of dissecting the sites to see how and for what purposes user access them. The findings of various studies indicate that users of Facebook/social network sites are predominantly young. College students, by virtue of their age, are part of this age group (Cha, 2010). As part of the various studies on the area, this paper, through survey research to a representative sample and depth interview with a convenience sample of students from eight Osmania university campus colleges, explored Facebook use patterns such as intensity of Facebook use (time spent and number of friends), information seeking, entertainment, cross posting contents, pages students visit, checking up on friends, motivation to log on to Facebook, etc. Both research designs revealed college students use Facebook to gratify various needs, and Facebook gives them various feelings. The survey method explored Facebook account possession and intensity of Facebook use in terms of average time spent on Facebook and number of friends, while the in-depth interview dealt with eight questions revolving around entertainment, information-seeking, pages followed by students, cross-posting, usage of Facebook content, “spying on” friends, motivations to log on to Facebook, and how using Facebook makes students feel.

Keywords: Facebook, gratification, social media, user-generated media

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INTRODUCTION

The development of the Internet has paved the way for innovative forms of social media which in some aspects allow for far greater levels of

both mass and interpersonal communication than others (Johnson & Yang, 2009). The roles and potential of social media can be seen in uses made of them by different social groups or individuals such as college students, in particular, and the young, in general. Social media, as user-generated media (UGM), provide users with platforms of entertainment to enable them to alter prevailing mood states and to regulate mood (Shao, 2008).

On the status of Internet diffusion, Narasimhamurthy (2014:203) observes, “The last decade has witnessed unprecedented Internet diffusion in India. Over the past three years alone, Internet usage in India increased from 100 to 200 million people, growing far more rapidly than the decade it took to raise Internet users from 10 million to 235 million.” This bears witness to the fact that social media in India have become increasingly popular parts of younger generation’s lives in today’s modern society (Social media users’ penetration in India is around 8.5% of the entire population). Manjunatha (2013) states that social media use, Facebook is the favorite social networking website, is growing continuously and that India ranks as the third largest market for the usage of social networking worldwide, after the U.S. and China. Manjunatha (2013) also notes that the emergence, impact, and widespread use of social media / SNS have drawn the attention of researchers. The Statistics Porta (as of the second quarter of 2015) indicates that ten percent of Indian population had an account with any SN (FB most popular, 53% penetration rate). Besides, Rosaline, et al. (2016) citing a report by the Internet and Mobile Association of India (IAMAI), informs 66 per cent of the 180 million Internet users in urban India regularly access social media platforms (2016). The most popular activities on social media include maintaining one’s own virtual profile on the likes of Facebook and Twitter, posting and sharing an update as well as replying to something a friend has posted. While college students (33%) form the largest demography of active social media users in India, working women and non-working women register just 7% and 11% respective share in that user base. In this light, the researcher finds that with the growing use of social media/SNS by students across Indian colleges, various studies have been done to examine social media marketing and Internet use, in general, and social media use, in particular.

REVIEW OF LITERATURE

Social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. In this ‘information age,’ social media sites seem to be growing in popularity rapidly, especially among young adults (Pempek, Yermolayeva, & Calvert, 2008). The recent explosive growth and popularity in use of social media has drawn a great deal of attention from communication researchers. Narasimhamurthy (2014-202) note:

The structure of social media is very much different from classical media: it allows people to communicate news and information in very different way. Social media tools such as Twitter, Facebook, YouTube and other social networks are now considered as politically transformative communication technologies as classical media such as newspaper, radio and television.

Wang, Chen, & Liang’s (2011) study on *The Effects of Social Media on College Students*, at Johnson & Wales University revealed that college students were likely to be affected by social media and found them a suitable means to make friends and to release pressure. Wang et al. (2011) state that social media help students to gain relevant knowledge and academic assistance, develop social skills, and be active citizens through content creation and sharing. Besides, social media can be harnessed to help students “explore their interests or problems with similar individuals while strengthening online communication skills and knowledge” (Wang et al., 2011:5). Notwithstanding, their study showed that social media may have a negative effect on their academic activities as most students spend more time on social networking sites (Wang et al, 2011:9):

To some degree, it absolutely affects the lives of college students including the grades. This research also indicates that an approach is needed to better balance the relationship between social media and academic study. Therefore, college students should think more about the balancing equation of social media and academics.

Growth of Facebook

According to *A brief history of Facebook*, Mark Zuckerberg founded Facebook while studying psychology at Harvard University. A keen computer programmer, Zuckerberg had already developed a number of social-networking websites for fellow students. In February 2004 Zuckerberg launched “The Facebook”, as it was originally known; the name was taken from the sheets of paper distributed to freshmen, profiling students and staff. Within 24 hours, 1,200 Harvard students had signed up, and after one month, over half of the undergraduate population had a profile.

It became Facebook.com in August 2005 after the address was purchased for \$200,000. US high schools could sign up from September 2005, and then it began to spread worldwide, reaching UK universities the following month. As of September 2006, the network was extended beyond educational institutions to anyone with a registered email address. The site’s features have continued to develop during 2007.

McCarthy (2009), Nadkarni and Hofmann (2012), and Nir (2012) note that Facebook, originally restricted its membership to college students, is founded on the premise of sharing of information through the social graph, the digital mapping of people’s real world social connections, and is based on a ‘real name’ policy-anonymous. This is to ensure that the real name, accompanied by a picture, establishes credibility and authentic representation of the self. Krivan (2013:23) concurs, “Users need to maintain some essence of their offline life in order to find friends on the Site.” Although Facebook is now open to the public, in order to be a member, an individual must have a valid email address as issued by the institution. Once people become friends on Facebook, their profiles are automatically linked, allowing the users to interact with one another.

Facebook, as a major communication tool and a new way of socializing for people worldwide, has made easier and more efficient interaction with many people at the same time, by connecting multiple audiences through one platform, ultimately creating basically new forms of interaction (Bazarova & Choi, 2014; Nir, 2012). Hargittai (2008a), Junco (2011), Krivan (2013), Marshall et al. (2012), and Walters and Horton (2015) note that majority of young people use Facebook as primary communication tool.

Studies on Facebook use indicate that Facebook has become an integral

part of the daily lives of millions of users, particularly of the young and colleges students to look at and disseminate images, to send messages, make a comment or to send or to read an article on line (Cha, 2010; Duggan, Ellison, Lampe, Lenhart, & Madden, 2015; Hargittai, 2008a; Junco, 2011; Lampe, Ellison, & Steinfield, 2006; Lenhart, Purcell, Smith, & Zickuhr, 2010; Krivan, 2013; Manjunatha, 2013; Nir, 2012; Valenzuela, Park, & Kee, 2008; Pew Research center, 2011; Rashmi & Neetu, 2012; Sponcil & Gitmu, 2014; Walter & Horton, 2015). What makes Facebook distinct from other social networking sites is that participation is based on offline social networks, such as membership in a university community, towns, high schools, regions, and companies.

Park, Kee, & Valenzuela's (2009) study on *Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes* revealed that users who seek information are more likely to participate in civic activities such as to organize and support meetings or parties on campus. Similarly, the study of Karnik, Oakley, Venkatanathan, Spiliotopoulos, & Nisi (2013) on *Uses & Gratifications of a Facebook Media Sharing Group* revealed four main uses and gratifications that people derived from the SMC Facebook group: contribution, discovery, social interaction and entertainment. Burke, Marlow and Lento (2010) studying the effects of social media use on specific outcomes (with emphasis on Facebook) found a link between social networking site use and specific aspects of social well-being related feelings of connection and isolation. Another study among 800 Michigan State University undergraduate students by Ellison, Steinfield, and Lampe (2007) on the role of Facebook in helping maintain and strengthen existing offline relationships (maintained social capital) and the social capital (bridging, bonding) revealed that there is a stronger relationship between Facebook use and bridging social capital in maintaining pre-existing relationships than in making new connections.

Joinson's (2008) study on *'Looking at', 'Looking up' or 'Keeping up with' People? Motives and Uses of Facebook* (in UK) found out that content gratification (content of the media), communication, keeping in touch (to see what old contacts and friends are 'up to', how they look and how they behave, surveillance, and to build, invest in and maintain ties with distant friends and contacts-social capital) and social networking surfing were uses

and gratifications experienced by users. Sheldon's (2008) survey with 172 students at Louisiana State University on *Student Favorite: Facebook and Motives for its Use* revealed that people go to Facebook to fulfil needs traditionally fulfilled by other media but for their interpersonal communication needs first (relationship maintenance). Women were more likely to go to Facebook to maintain existing relationships, pass time and be entertained. On the other hand, men were more likely to go to Facebook to develop new relationships or meet new people. Most students go to Facebook to maintain relationships with people they know. Their motives include behaviours such as sending a message to a friend, posting a message on their friend's wall, staying in touch with a friend, or getting in touch with someone who is difficult to reach. Females go to Facebook for relationship maintenance more than males. A larger proportion of students, more so females than males, go to Facebook to pass time when they are bored or after they receive an e-mail suggesting them that someone had posted on their Facebook site. A significant number of students, more so females than males, use Facebook for entertainment reasons. A smaller number of people use it to develop new relationships or to meet new people, more so males and younger respondents than females and older respondents. The number of hours respondents spent on Facebook is correlated to maintaining relationships and passing time motives. Students who most often log into their Facebook account are the ones who go there to maintain existing relationships, pass time when bored, be entertained, or appear cool. Younger students, females and those interested in maintaining existing relationships through Facebook have more Facebook friends than students with other interests. However, this study shows that not many people go to Facebook to escape from problems in real life or to lessen loneliness by finding companionship.

Ellison et al. (2007) elaborate that users enlarge their networks of friends, family, colleagues, etc., to enhance themselves in life. In terms of time spent on Facebook, Kalpidou, Dan, and Jessica (2011) found out students spend 60–120 minutes on Facebook every day. They reported it is higher than the 10–30 minutes that Ellison et al used (they used Ellison et al's Facebook intensity scale). Besides, Kalpidou et al. (2011) found out that most students reported as having between 200 to 250 friends. Kalpidou et al. (2011) and Tong, Van Der Heide, Langwell and Walther (2008) observe

that Facebook strengthens social adjustment by improving social networks, and the large number of friends is associated with social attractiveness; however, more than 300 friends was related to low social attractiveness and high introversion of the profile owner.

OBJECTIVES

- To explore Facebook access and reach;
- To analyze the Intensity of Facebook use in terms of time spent and networking with friends;
- To investigate the Facebook usage pattern

RESEARCH METHODOLOGY

Quantitative research

Quantitative research approach enables quantification of variables under consideration. Wimmer and Dominick (2011:49) inform, “This form of research is concerned with how often a variable is present and generally uses numbers to communicate this amount.” Survey technique is one of the main types of quantitative research.

Design

In order to explore various Facebook usage patterns the researcher employed a cross-sectional survey (a standardized questionnaire). The researcher also supplemented the survey research with personal interview (depth interview with a convenient sample of 50 students) to explore and uncover motivations and attitudes towards Facebook. In-depth interview allows interviewers to gain insight into and to uncover underlying motives or attitudes of respondents towards the topic area.

Sampling method- simple random sampling

The random sampling involved a representative sample of each class from each college. Since students studying in the colleges come from a variety of demographic backgrounds, the sample is likely to represent not only the student population of the target colleges but also other students in similar academic settings.

Sampling Procedure

The research involved a probability sample procedure and a random sample method to conduct the study. In order to hit the desired sample of at least 10 percent, the researcher distributed over 900 questionnaires. Over

100 students (65 in College of Science) did not respond due to various reasons such as prolonged absence from class, examinations, and leaving/forgetting the questionnaires in their residence. Besides, the researcher made extra effort to get fully answered questionnaires by asking respondents to complete the questionnaires at the time of submission.

Data gathering Instrument

In order to possibly reveal results on this specific study, the researcher employed survey research through standardized questionnaires administered to 800 representative sample of students drawn from a population size of 6, 715 students of eight colleges of 67 departments of Osmania University Campus colleges.

Reliability of the instrument

Prior to the actual administration of the questionnaire, the researcher conducted a pilot study to a select subsample of the content universe under consideration (35 respondents) to determine the appropriateness of the questions to the target population, to identify potential problems with the questionnaire that might lead to biased answers, and to test the correctness of the instructions (whether all the respondents in the pilot sample are able to follow the directions in the questionnaire and to check whether the questions are giving consistent responses). Based on feedback acquired from some of the respondents, the researcher made minor adjustments to the questionnaire.

DATA ANALYSIS AND DISCUSSION

Gender

Table 1 indicates that the percentage of male respondents is slightly greater than that of female respondents (50.3% against 49.8%).

Age

The age distribution of respondents from the eight colleges (see table 2) indicates that a considerable number of respondents are of the age between 22 and 24 (38.9%). The age group 20-21(30.4%) is second significant number in the line.

Table 1: Gender Profile

College	Male	Female	Total
Arts & S/Ss.	83(51.8)	77(48.1)	160(100)
Bus. & Mgt.	26(49.1)	27(50.9)	53(100)
Adv. St. in Edu.	12(52.2)	11(47.8)	23(100)
Engineering	125(49)	130(51)	255(100)
Law	24(52.2)	22(47.8)	46(100)
Physical Edu	7(53.8)	6(46.2)	13(100)
Science	100(50)	100(50)	200(100)
Technology	25(50)	25(50)	50(100)
Total	402(50.3)	398(49.8)	800(100)

Table 2: Age of Respondents

College	18-19	20-21	22-24	25-29	30 & over	Total
Arts & S/Ss.	4(2.5)	29(18.1)	63(39.4)	52 (32.5)	12(7.5)	160(100)
Bus. & Mgt.	0(0)	14(26.4)	26(49.1)	10(18.9)	3(5.7)	53(100)
Adv. St. in Educ.	1(4.3)	4(17.4)	7(30.4)	7(30.4)	4(17.4)	23(100)
Engineer.	70(27.5)	73(28.6)	100(39.2)	11(4.3)	1(0.4)	255(100)
Law	10(21.7)	8(17.4)	13(28.3)	10(21.7)	5(10.9)	46(100)
Phy. Educ.	0(0)	1(7.7)	3(23.1)	6(46.2)	3(23.1)	13(100)
Science	1(0.5)	103(51.5)	76(38)	15(7.5)	5(2.5)	200(100)
Techno.	13(26)	11(22)	23(46)	3(6)	0 (0)	50(100)
Total	99(12.4)	243(30.4)	311(38.9)	114(14.3)	33(4.1)	800(100)

Possession of Facebook Account

The result of the current study in table 3 confirms the findings of the aforementioned studies that Facebook is the most popular form of social media although, newer sites like Instagram and Twitter are closing the popularity gap. Nearly all respondents (male, 93.8%; female, 86.1%) from all colleges have Facebook accounts. However, more males than females are likely to have Facebook account. The reason could be attributed to cyber-bullying or attack targeting predominantly female users. The finding is incongruent with the finding of Valenzuela et al. (2008) that female students were more likely to have a Facebook account than male students.

Table 3: Possession of Facebook Account

College	Gender	Yes	No	Total
Arts & S/Ss.	Male	75(90.4)	8(9.6)	83(100)
	Female	68(89.5)	8(10.5)	76(100)
Bus. & Mgt.	Male	26(100)	0	26(100)
	Female	23(88.5)	3(11.5)	26(100)
Adv. St. in Ed.	Male	9(75)	3(25)	12(100)
	Female	9(81.8)	2(18.2)	11(100)
Engineering	Male	120(96)	5(4)	125(100)
	Female	113(86.9)	17(13.1)	130(100)
Law	Male	22(91.7)	2(8.3)	24(100)
	Female	19(86.4)	3(13.6)	22(100)
Phy. Ed.	Male	7(100)	0	7(100)
	Female	4(66.7)	2(33.3)	6(100)
Science	Male	93(93)	7(7)	100(100)
	Female	81(81)	19(19)	100(100)
Technology	Male	25(100)	0	25(100)
	Female	24(96)	1(4)	25(100)
Total	Male	377(93.8)	25(6.2)	402(100)
	Female	341(86.1)	55(13.9)	396(100)

Intensity of Facebook Use

Average hours spent on Facebook

Table 4 indicates most students' average hours on Facebook is in the less than 30 minutes category (male, 47.3%; female, 56.9%), a finding in contrast with Sheldon's 47 minutes on average a day on Facebook. More females than males spend less than 30 minutes a day on Facebook. A considerable percentage of students also spend between 30 to 60 minutes on Facebook (males, 29.8%; female, 24.8%). More males than females do so on Facebook even in the 60-90 minutes and greater than 90 minutes (male, 11.3% and 11.6%, respectively; female, 9.7% and 8.6%, respectively). The percentages indicate that male respondents are likely to spend more time on Facebook than females do a finding inconsistent with the findings of Chan-Olmsted, Cho, & Sangwon (2013) and Sheldon (2008) that female students tend to spend more time on Facebook than males. The study tells a

vast number of respondents spend between 30 to 60 minutes a day, quite ample to perform other activities like reading. In comparison to findings of Kalpidou et al. (20011) it is low. Kalpidou et al. (2011) found out students spend 60–120 minutes on Facebook every day. The time spent is higher than Ellison et al.'s (2007) less than 30 minutes for the current study. The result of the current study and other studies cited in the literature review show that students use Facebook mainly to socialize, entertain and seek information, thus it could not be said that students are wasting their time on Facebook.

Table 4: Average Hours on Facebook

College	Gender	<30 mints	30-60 min	60-90 min	>90 min	Total
Arts & S/Ss.	Male	29(39.7)	23(31.5)	10(13.7)	11(15.1)	73(100)
	Female	37(56.1)	15(22.7)	8(12.1)	6(9.1)	66(100)
Bus.& Mgt.	Male	11(42.3)	9(34.6)	5(19.2)	1(3.8)	26(100)
	Female	12(50)	7(29.2)	1(4.2)	4(16.7)	24(100)
Adv.St. in Ed.	Male	7(77.8)	2(22.2)	0	0	9(100)
	Female	7(77.8)	0	2(22.2)	0	9(100)
Engineer.	Male	49(40.8)	40(33.3)	15(12.5)	16(13.3)	120(100)
	Female	63(55.8)	31(27.4)	10(8.8)	9(8)	113(100)
Law	Male	5(22.2)	7(31.8)	3(13.6)	7(31.8)	22(100)
	Female	8(42.1)	3(15.8)	1(5.3)	7(36.8)	19(100)
Phy. Ed.	Male	1(14.3)	4(57.1)	1(14.3)	1(14.3)	7(100)
	Female	3(75)	0	1(25)	0	4(100)
Science	Male	63(70)	21(23.3)	4(4.4)	2(2.2)	90(100)
	Female	50(62.5)	20(25)	7(8.8)	3(3.8)	80(100)
Technol.	Male	11(44)	5(20)	4(16)	5(20)	25(100)
	Female	13(54.2)	8(33.3)	3(12.5)	0	24(100)
Total	Male	176(47.3)	111(29.8)	42(11.3)	43(11.6)	372(100)
	Female	193(56.9)	84(24.8)	33(9.7)	29(8.6)	339(100)

Number of Facebook Friends

As table 5 indicates, a considerable number of male students have between 151 and 400 friends (females between 11 to 200 friends), indicating that male college students have more friends than females - a result greater than that of Kalpidou et al. (2011) 200 to 250 friends (for males) and Ellison

et al. (2007) (between 150 and 200 friends). Sheldon's study revealed majority of students had between 200 and 350 Facebook friends for both males and females. Besides, in Sheldon's (2008) study women have more friends and are more satisfied with the job Facebook is doing and would have missed the site more if it suddenly disappeared. Kalpidou et al. (2011) and Tong et al. (2008) observe that Facebook strengthens social adjustment by improving social networks and the large number of friends is associated with social attractiveness; however, more than 300 friends were related to low social attractiveness and high introversion of the profile owner (spending a lot of time on Facebook is related to low self-esteem). The large number of friends helps students establish weak ties in that it enables them to get connected to others and get personal information about others (bridging capital) and make visible their connections to a wide range of individuals (Ellison et al., 2007).

Average hours on Facebook and number of friends pertain to the intensity of Facebook use by college students. The intensity thus informs students from the colleges understudy may be emotionally connected to Facebook and the extent to which Facebook is somewhat integrated into their daily activities even though the intensity is stronger among males. The comparison of the conclusion of the current section with that of the studies cited in this particular section may not be definitive because the studies used different research approaches or instruments.

Findings and discussion of in-depth interview

This section presents the qualitative data (depth-interview), data gathering instrument, pilot study, selection of respondents, and discussion of results.

Data gathering instrument

In the current study, the researcher used semi-structured in-depth interview because it allows the interviewer to gain insight into the topic area and to uncover underlying motives or attitudes of respondents towards use of Facebook.

Pilot study

Prior to the data collection, the researcher conducted a pilot study on a subsample of 10 college students to check whether the questions are giving consistent responses. As the students did not want to be recorded and their

Table 5: Number of Facebook Friends

College	Gender	10 or less	11-50	51-100	101-150	151-200	201-250	251-300	301-400	>400	Total
Arts & S/Ss.	Male	4(5.3)	6(8)	12(16)	9(12)	10(13.3)	4(5.3)	5(6.7)	15(20)	10(13.3)	75(100)
	Female	6(8.7)	10(14.5)	18(26.1)	9(13)	4(5.8)	1(1.4)	9(13)	5(7.2)	7(10.1)	69(100)
Bus. & Mgt.	Male	1(3.8)	0	2(7.7)	3(11.5)	1(3.8)	1(3.8)	3(11.5)	9(34.6)	6(23.1)	26(100)
	Female	0	0	5(20.8)	5(20.8)	2(8.3)	2(8.3)	2(8.3)	6(25)	2(8.3)	24(100)
Adv. St. in Edu.	Male	2(22.2)	1(11.1)	2(22.2)	2(22.2)	1(11.1)	1(11.1)	0	0	0	9(100)
	Female	3(33.3)	1(11.1)	1(11.1)	1(11.1)	0	1(11.1)	1(11.1)	0	1(11.1)	9(100)
Engineer	Male	10(8.3)	2(1.7)	6(5)	7(5.8)	10(8.3)	8(6.7)	16(13.3)	24(20)	37(30.8)	120(100)
	Female	4(3.5)	1(0.9)	12(10.6)	22(19.5)	16(14.2)	11(9.7)	14(12.4)	19(16.9)	14(12.4)	113(100)
Law	Male	0	1(4.5)	4(18.2)	3(13.6)	0	1(4.5)	5(22.7)	5(22.7)	3(13.6)	22(100)
	Female	1(5.3)	1(5.3)	0	3(15.8)	3(15.8)	4(21.1)	2(10.5)	3(15.8)	2(10.5)	19(100)
Phy. Ed.	Male	0	1(14.3)	0	1(14.3)	0	1(14.3)	2(28.6)	2(28.6)	0	7(100)
	Female	0	1(25)	3(75)	0	0	0	0	0	0	4(100)
Science	Male	6(6.5)	9(9.7)	12(12.9)	14(15.1)	16(17.2)	7(7.5)	6(6.5)	15(16.1)	8(8.6)	93(100)
	Female	9(11.1)	14(17.3)	23(28.4)	17(21)	7(8.6)	5(6.2)	1(1.2)	1(1.2)	4(4.9)	81(100)
Techno.	Male	0	0	3(12)	2(8)	4(16)	3(12)	5(20)	4(16)	4(16)	25(100)
	Female	1(4.2)	2(8.3)	5(20.8)	2(8.3)	3(12.5)	6(25)	1(4.2)	2(8.3)	2(8.3)	24(100)
Total	Male	23(6.1)	20(5.3)	41(10.9)	41(10.9)	42(11.1)	26(6.9)	42(11.1)	74(19.6)	68(18)	377(100)
	Female	24(7)	30(8.7)	67(19.5)	59(17.2)	35(10.2)	30(8.7)	30(8.7)	36(10.5)	32(9.3)	343(100)

responses are too short, the researcher documented the interview data through extended ethnographic field notes only.

Sub sample

The researcher interviewed 50 readily available respondents from four colleges-Arts & Social Sciences, Law, Business & Management, Engineering. For qualitative interviews, a convenience sampling is a nonprobability sampling technique that involves a sample drawn from that part of the population that is nearby. Their responses were given code numbers (e.g. S1 for student number one) to help in the analysis of the qualitative data.

Discussion

This section discusses the qualitative data that emerged through the interviews. The questionnaire focused on use factors, cross posting, and respondents' feelings and attitudes towards Facebook. There were eight questions (outlined below) related to the research questions and objectives of the study. Each question is followed by discussion.

1. Do you seek information on Facebook? If yes, what forms of information do you seek?

The data indicates that a majority of respondents use Facebook to get information about states (news on local events); education (related to their fields of study), cultural, social, and political issues; and news (updates) on current world events and sports news. Besides, respondents use Facebook to a slightly lesser degree to get information on college events, technology updates, business start-ups, advertising (promotions), brands information (fashion news), family entertainment, birthday events, reminders, celebrity gossips, movie gossips, movie reviews, television shows, information about old friends, group information, motivational quotes, memes, and valuable information (posts, picture, and news) shared by friends. A survey conducted by The American Press Institute indicates that social networks, to greater or lesser degrees, are now news platforms. It further shows 88 percent of those surveyed get news from Facebook at least occasionally, 83 percent from YouTube, and 50 percent from Instagram. The finding of this section is in concurrence with the findings of Burke et al. (2010), Ellison et al. (2007), Park et al. (2009), and Wang et al. (2011) i.e., that college students use Facebook, in particular, and social media, in general, to gratify their various

information needs revolving around current events, field-related, business (advertising, promotions, brands etc.), celebrity/gossips, movie /tv shows, etc.

2. Do you get any entertainment from Facebook? What entertainment factors does Facebook offer you?

Respondents use Facebook to get entertainment through sports events, messenger groups, video calling, memes, jokes, comic pictures, dialogues, cute images, sarcastic jokes, and trolls. Other entertainment news/contents include Bollywood and Hollywood celebrities, movies (and updates), video/audio songs, trailers, vines, games, funny posts, funny articles, travel related posts, funny videos, short video clips, comedies, football commentaries, online games, fun club, and television programmes. The result highlights the significance and versatility of Facebook in offering various entertainment content and venue to pass the time and to take a break from what they are doing Lampe et al., 2006; Park et al., 2009; Sheldon, 2008; Sponcil & Gitmu, 2013).

3. What pages do you follow on Facebook?

Most respondents follow pages that feature motivational contents like quotes, politicians (because of their activities and their decisions), authors, professional information, celebrities (including media celebrities), online shopping (e.g. favourite brands), and entertainment.

4. Do you post videos, photos, links, etc., to Facebook (Cross posting)?

Almost all interviewees post contents to Facebook from You tube and Instagram, followed by WhatsApp, Twitter and Google +, respectively. A negligible number of students do not cross post because they do not like posting from one to another, they never find something worth sharing on Facebook, they are not interested in cross posting, they use only Facebook, or they consider cross posting unsafe.

5. How do you use contents on Facebook (saving, downloading, re-sharing, etc.)?

In terms of using content the interviewees responded that they either just download for future use; download and re-share with friends; save, download, comment and re-share relevant information; save, and re-share it; or just read and watch. However, one student said Facebook does not

have enough field-related information.

6. *What information about your friends' posts are you more interested in (checking up on friends)?*

On what information they access on friends' posts, a majority of respondents said they are interested to see what their friends are doing and where they are, their hobbies, present status, profile pictures/photos/videos, and the places they visit (travel pictures). Besides, they would like to see their friends' special occasions (weddings birthday parties) and everything about their friends such as their memories, thoughts, inspirations and jokes, achievements, relationships, daily life, and messages and posts. The finding is consistent with previous studies on social media activities that social media enable users to see every single detail of everybody's life including people that they don't really have a relationship with (Farrugia, 2012; Pempek et al., 2009; Sponcil & Gitmu, 2013; Suzuki & Calzo, 2004). The finding of Pempek et al. (2009:236) revealed:

The communication exchanges of the past are expanding in the information age. Although interactions sometime take place, lurking and observing others' actions, such as reading the news feed about what friends are doing or looking at others' profiles or pictures, were far more common than posting information or even updating profiles.

A minuscule number of respondents said they do not enjoy going through their friends' posts on Facebook as they feel they are spying on their friends, there is nothing interesting in friends' posts, or they prefer talking to their friends personally (offline) to seeing their posts on Facebook.

7. *What makes you log on to Facebook?*

Interviewees log on to Facebook mainly to get in touch with the outside world, to get connected with (old) friends, to get in touch with friends and peer groups / Facebook groups (socialization); to get entertained, to take a break from busy schedules, to pass the time, and to get sport related information (entertainment factors); and eagerness to see all new posts, to get information about favourite personalities and brands, to learn, to search for news, to check if they get messages and see some posts (information-seeking) (Krivan, 2013); Lampe et al., 2006; Manjunatha, 2011; Sponcil &

Gitmu, 2013; Sheldon, 2008). They also do so because of addiction and boredom / idleness (Pempek et al., 2009). Other motives include to see / read what they share and post on their profile, to be in an active mood, and to add new friends. The finding points to the fact that college students have a wide-ranging motives to join or use Facebook and the flexibility of Facebook to accommodate the various needs.

8. How does using Facebook make you feel?

A majority of the interviewees said they feel entertained, happy, enlightened, elated and informed, refreshed, and relaxed. It also gives them relief and a sense of friendliness and a way of self-expression. Facebook thus is a source of positive emotions for a majority of the participants of the interview and has a positive effect on their social lives (Pempek et al., 2009). Others reported anxiety, boredom, addiction, cause of insomnia (prolonged use), waste of time, and irrelevant (full of obscenity and ads). The latter finding is in line with Hong et al.'s (2014) finding that Facebook can act like a drug pulling many students into its web from which it is difficult, if not impossible, to extricate themselves. Koc and Seval (2013) studies on Turkish College Students also revealed that weekly time commitment, social motives, severe depression, anxiety, and insomnia positively predict Facebook addiction. Besides, Arora's (2014) study on *Social Networking—A Study of Indian Youth* among Delhi University students indicates that for a majority of the students, social networking sites are not just a thing but a significant part of their lives. The study also revealed that they are aware of social media being addictive and harmful to physical and mental health, not to mention lack of physical activity and sleep deprivation.

CONCLUSION

The finding of the current study indicates that nearly all respondents from all colleges have Facebook accounts, a finding strengthening the assumption of the study. Besides, the intensity in terms of time spent and number of friends thus informs that students from the colleges under study seem emotionally connected to Facebook, and the extent to which Facebook is somewhat integrated into their daily activities.

Facebook offers college students various opportunities. Facebook keeps college students entertained and better connected with others and

informed on various current events/issues such as political, economic, cultural, business, and technological trends. Facebook helps them get information related to their field of studies. Students use various methods to retrieve what they consider useful information. They save, share and or download information they get from Facebook. Besides, Facebook is a spy gadget; the temptation of ‘spying’ on others is irresistible. The proliferation of multiple social media networks has also enabled users to cross post contents to Facebook. However, despite its versatility and the significant opportunities it offers users, it comes at a cost for some in terms of their health and time. Various studies show that excessive use of Facebook can result in negative physical and mental influences such as addiction, sleep deprivation, anxiety, and insomnia. Though it’s apparent that Facebook is entertaining, informative and impressive but addictive, few more studies are required to scientifically establish the premise that Facebook usage is correlated with one’s health.

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Volatility of Macroeconomic Fundamentals and Real Exchange Rate Volatility in India: A Correlational Approach

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Abstract

This paper attempts to analyse the impact of the volatility of macroeconomic fundamentals on the volatility of real exchange rate of the Indian rupee for the period 1996-97 to 2015-16. The conditional variances of the variables are used as proxies for the measurement of volatility. The results of the correlation analysis indicate that there is a moderate impact of macroeconomic fundamentals on real exchange rate behaviour. Further, the results of the volatility analysis indicate that the macroeconomic fundamentals and real exchange rate are correlated not only in their level forms, but their volatilities are also correlated.

Keywords: Macroeconomy, Volatility, Indian rupee, Foreign exchange

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INTRODUCTION

Increased volatility in real exchange rates began in mid-1970s when major industrialized economies of the world turned to flexible exchange rate system after the collapse of the Bretton Woods system of fixed exchange rate system. Although the developing countries were slow in adopting the flexible exchange rate regime, they had to make frequent adjustments in the form of devaluations and revaluations in order to maintain the value of their currencies. Indian rupee was pegged to the British pound sterling till September 1975 when the single-currency peg was replaced by a basket of currency, that is, the external value of rupee would be fixed on the basis of the value of a basket of currencies. However, frequent changes in the

value of the currencies in the basket, internal instability in the macroeconomic policies, balance of payments crisis and shrinking foreign exchange reserves all led to the implementation of New Economic Reforms of 1991, which necessitated a major shift in macroeconomic policies in the country. One such significant change in external policy of India was the adoption of market based floating exchange rate system in India. Exchange rate of the rupee has since then been largely determined by the market forces of demand and supply. Adoption of floating exchange rate system has led to heightened volatility of exchange rate in India, which resulted in RBI intervention in foreign exchange market in order to maintain stability.

Managing volatility in real exchange rate (RER) assumes utmost importance in a developing country like India, for it affects the decisions of exporters, importers, foreign investors and policy makers adversely. Appreciation of real exchange rate leads to rise in internal price levels thereby affecting the external competitiveness in traded goods sector as well as internal resource allocation in non-traded goods sector in the economy. Therefore, ensuring exchange rate stability is one of the significant factors in increasing exports, promoting higher investments and achieving sustained growth rate in the economy. This requires an understanding of the sources of real exchange rate that affect the behaviour of exchange rate volatility.

LITERATURE REVIEW

The study by Dua and Sen (2006) investigates the long-run relationship between India's foreign exchange rates and Capital flow, fiscal and monetary variables, and foreign exchange acquisitions of RBI, using cointegration test. The study finds that the real effective exchange rate is associated with the level of capital flows, volatility of the flows, high-powered money, current account surplus and government expenditure in the long run.

The study by Kumar (2010) evaluates the long-run determinants and impact of Real Exchange Rate of India on trade, capital flows and conduct of monetary policy, using cointegration method. Quarterly data on productivity differentials, terms of trade, government expenditure, trade openness, interest rate differentials, capital inflow and net foreign assets are used as determinants of exchange rate. The results establish that productivity differential, foreign exchange assets, terms of trade and external sector

openness are main determinants of real exchange rate in India in the long-run.

The study by Sohrabji (2011) derives exchange rate misalignment and attempts to establish the link between capital flows and misalignment of exchange rate. The study considers Terms of Trade (TOT), Openness, Investment, Capital Flows, Government Spending, Technological progress, Excess domestic credit growth and Nominal exchange rate growth as the fundamental determinants of exchange rate for the period 1975 to 2006. The results from Cointegration analysis indicate that all the fundamental factors are significant in the long-run as well as in the short-run.

The study by Mirchandani (2013) investigates different macroeconomics variables causing fluctuations in exchange rate of Indian Rupee and their correlation with the exchange rate. The study tries to find out the correlation between exchange rate and Inflation, Interest Rate, External Debt, GDP and FDI. Results indicate that there is a high negative correlation of -0.934 between exchange rate and interest rate, a moderate negative correlation of -0.606 between exchange rate and rate of inflation, a moderate positive correlation of 0.525 between GDP and exchange rate, and a mild positive correlation of 0.442 between FDI and exchange rate.

The study by Goel (2014) tries to analyse the relationship between the components of capital inflows and the real exchange rate of India for the period 1996-97 to 2012-13 using cointegration analysis. The results indicate that only FDI and real exchange rate are cointegrated.

The study by Vidyavathi et al., (2016) examines interest rate, inflation, GDP, current account deficit, FDI and their impact on exchange rate movements during the period 2006 to 2015. They use annual data and employ graphs and simple correlation analysis to study the relationship between the variables. The results indicate that five of the six variables, viz., GDP, Inflation, current account deficit, lending interest rates and external debt have an inverse relationship with exchange rate. On the contrary, FDI and Exchange rate have positive correlation.

The study by Poornima and Ganeshwari (2016) attempted to analyse the relationship between macroeconomic variables like inflation, interest rates, trade balance, current account, money supply and exchange rates for the annual data during the period 2005-2015. The study used Pearson correlation

technique and regression to find out the relationship between the said variables. The results indicate that inflation and current account deficit have a negative relationship with exchange rate, while money supply, trade balance and interest rates have a positive relationship with the exchange rates.

An analysis of the empirical works indicate that macroeconomic fundamentals have a strong influence on exchange rate behaviour. However, all the above studies have analysed the relationship between exchange and its determinants in level form. The present study tries to analyse the correlation between the macroeconomic variables and real exchange rate in both level form and also the correlation between the variables in volatility form. Some of the important macroeconomic factors considered for the analysis are net capital inflows like FDI and FII, government spending, foreign exchange reserves, terms of trade, trade openness, growth in economic productivity.

OBJECTIVES

- To analyse the impact of the volatility of macroeconomic fundamentals on the volatility of real exchange rate of the Indian rupee for the period 1996-97 to 2015-16.
- To conduct correlation analysis to establish whether there is impact of macroeconomic fundamentals on real exchange rate behaviour or not.

METHODOLOGY

The study is based on secondary data. Quarterly data on Indian economy for the period 1996-1997: Q1 to 2015-16: Q4 is considered for the analysis. The data are collected from RBI, OECD database and Federal Economic Reserve database. The study uses correlation analysis to study the relationship between the variables. Correlation analysis studies the strength of linear association between variables. The value of correlation coefficient varies between -1 and +1. A correlation coefficient value closer to -1 implies a strong negative correlation between the variables. A correlation coefficient value closer to +1 implies strong positive correlation between the variables. Conditional variances of the variables are used as proxies for the measurement of volatility.

Estimation Results

Table -1 indicates the correlation between macroeconomic fundamentals and real exchange rate and the correlation between their volatilities.

Macroeconomic determinants	Real Exchange Rate	Volatility of RER	Volatility of Macroeconomic determinants
Net Capital Inflows	0.636	0.319643808	Volatility of Net Capital Inflows
Trade Openness	0.658	0.267051954	Volatility of Trade Openness
Terms of Trade	-0.156	-0.5059652	Volatility of Terms of Trade
Foreign Exchange Reserves	0.047	0.363357322	Volatility of Foreign
Exchange Reserves Government Spending	0.042	0.338049468	Volatility of Government Spending
Growth Rate	0.133	0.005185593	Volatility of Growth Rate

FINDINGS

The findings of the study indicate that real exchange rate and macroeconomic fundamentals are correlated.

Net Capital Inflows and Real Exchange Rate

The correlation coefficient of 0.636 between net capital inflow and real exchange rate indicates that there is a positive and moderate correlation between capital flow and real exchange rate. Further, the correlation coefficient of 0.319 between the volatility of net capital flows and real exchange rate indicates that there is a correlation not only between the variables but also between the fluctuations of the variables. It implies that higher capital flows into the country in the form of FDI, FII affect the value of the rupee leading to appreciation of the currency. Increase in the capital flow demands more and more domestic currency and thereby cause appreciation.

Trade Openness and Real Exchange Rate

Empirical works indicate a negative correlation between trade openness and exchange rate. However, the results from the study indicate that there is a moderate positive correlation of 0.658 between trade openness and real

exchange rate, and a mild positive correlation of 0.267 between the volatility of trade openness and volatility of real exchange rate. It implies the degree of openness of the economy increase the supply capacity of the economy thereby improving the trade balance and consequent appreciation of the currency.

Terms of Trade

The correlation between terms of trade that is the ratio of the price index of exports to imports and real exchange rate is -0.156 which indicates there is a weak negative correlation between the variables. However, the correlation between the volatility of the terms of trade and real exchange rate volatility is -0.5059652, which indicates there is a comparatively high negative correlation between the volatility of the variables than the value of the variables itself. The higher the imports the higher is the demand for foreign currency thereby depreciating the domestic currency. This implies, the variation in terms of trade has a strong negative influence on real exchange rate.

Foreign Exchange Reserves and Real Exchange Rate

The results of the study indicate there is a weak positive correlation of 0.047 between forex reserves and real exchange rate, but a moderate correlation of 0.363 between the volatility of forex reserves and real exchange rate. It indicates, that the RBI has prevented the appreciation of the Real Exchange Rate in the face of capital inflows, thus mitigating its adverse impact on Indian economy.

Government Spending and Real Exchange Rate

Government spending and real exchange rate have a weak positive correlation of 0.042 between them but a relatively moderate positive correlation of 0.338 between the volatility measures. It implies the changes in the public spending on tradable goods and non-tradable goods has an impact on the real appreciation rate.

Growth Rate and Real Exchange Rate

The results of the study indicate that there is a mild positive correlation of 0.133 between the growth rate and real exchange rate and a weak positive correlation 0.05 between the volatility of growth rate and volatility of real exchange rate. This implies that the growth rate has a mild impact on the value of real exchange rate.

CONCLUSION

The findings of the study indicate that macroeconomic fundamentals like net capital inflows, the degree of openness of the economy, terms of trade, foreign exchange reserves and government expenditure have a significant impact on real exchange rate behaviour. Not only the macroeconomic variables *per se* are important but also the volatility in these variables need to be watched. Thus, the policy makers need to reckon with the variability of the macroeconomic factors along with the values of the variables while drafting policies affecting the internal and external sector of the economy.

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Regional Language TV Growth and Development of Regional Television - *Kannada*

N. USHA RANI

Abstract

Researchers have estimated that there are more than 780 languages in India and the list continues to grow. Today there is greater realization of the need to preserve linguistic heterogeneity and yet again media has come to the rescue of lesser-known languages that are being crushed under the weight of language of the majorities. The State of Karnataka is the home for Kannada language spoken by the majority of the population. Kannada journalism was built on the citadels of rich heritage of Kannada literature. The language policy gave an impetus to the growth of language media in the State. Regional TV channels have become bastion of local culture reflecting language, life style, socio-economic status, and aspirations of the regional people. Tracing the growth of Kannada TV media shows that market segmentation on linguistic basis has led to the control of key media market by big corporate empire enjoying the support of advertisers.

Keywords; Kannada TV Channels, **Doordarshan**, Private TV Channels

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KARNATAKA - A LANGUAGE PROFILE

India is a land of languages of all hues and shades and linguistic plurality is one of its cultural identities. Researchers have estimated that there are more than 780 languages in India and the list continues to grow. Today there is greater realization of the need to preserve linguistic heterogeneity and yet again media has come to the rescue of lesser known languages that are

getting crushed under the weight of language of the majorities. India has given official language status to 18 languages. The State of Karnataka is the home for Kannada language spoken by the majority of the population and exists along with historically significant linguistic minorities speaking *Kodava*, *Konkani* and *Tulu* languages.

The State of Karnataka was formed on November 1, 1956 as a result of implementation of States Reorganization Act 1956 on linguistic basis. The State earlier known as Mysore was the princely state ruled by *Wadeyar* dynasty – the Kings of Mysore, and it became one of the Indian States after India gained Independence as the *Wadeyars* of Mysore acceded the State into the Republic of India on August 9, 1947 consequent to unification of princely states of India. The mother tongue of the people, Kannada was recognized as the official language of the State and linguistic harmony required for balanced growth of the state. The geographical parts of, Nizam's Hyderabad, Bombay Presidency, Madras Presidency and the Kodagu were integrated into the State of Mysore in 1956 to unify Kannada speaking people. The Mysore state was renamed as Karnataka State on November 1, 1973. The new state initially had 8 districts of erstwhile Mysore state (Mysore, Mandya, Bangalore, Kolar, Tumkur, Chitradurga, Chickmagalur and Hassan), 4 districts of Bombay-Karnataka region (Dharwad, Belgaum, Bijapur and Uttara Kannada), 3 districts of Hyderabad-Karnataka (Bidar, Gulbarga and Raichur), 2 districts of Madras-Karnataka (Bellary and Dakshina Kannada) and Coorg district. The new state was formed in 1956 with 18 districts. Interestingly, by 2014 the state had 30 districts to reduce regional imbalances in development.

Kannada journalism was built on the citadels of rich heritage of Kannada literature. The history of Kannada literature dates back to 9th century with the creation of classic literature *Kavirajamarga* by King Nrupatunga. Kannada literature was enriched by ancient literature, *vachana sahitya*, modernist literature and *Dalit Banadaya* literature. The growth of Kannada literature was scuttled during 18th century due to British onslaught and surge of Islamic rule that established new art, architecture, culture and language. The rebirth of Kannada literature in 19th century assumes importance due to two factors. Firstly, it reestablishes the supremacy of Kannada language and secondly, it laid firm foundation for the birth of Kannada journalism. The

birth of printing press is attributed to the arrival of Christian missionaries in India who came with the purpose of religious propaganda. Kannada as a language did not tread the path of significant growth due to apathy, indifference, dearth of resources and lop sided language policy in post colonial rule. The reorganization of states on linguistic basis was aimed at plugging regional imbalances by bringing all Kannada speaking people under one homogeneous geographic domain. The central government's policy to impose Hindi language on Karnataka met with opposition in a multilingual society like India. The language movement that is considered as the watershed in the history of state is Gokak movement. Kannada writers became torch bearers of the society who gained visibility in the press through their powerful writings during language agitation. Kannada press became vehicle for the propagation of writers' thoughts and views on the importance of Kannada leading to new awakening and enlightenment in the society. The movement vibrantly supported by the Kannada press shook the conscience of the State and posed a huge challenge to political powers that always took Kannada speaking people for granted. Nevertheless, the language policy gave an impetus to the growth of language media in the State.

KANNADA TV CHANNELS - GROWTH AND HISTORY

History of Doordarshan

Karnataka state considered as the IT bowl of India ranks 11th in Human Development Index (2011-12), has a population of 64.06 million (50.9% Male and 49.1% Female) and a literacy rate of 75.7 percent (Male 82.85 percent and Female 68.13 percent). Television came to the state of Karnataka through SITE - Satellite Instructional Television Experiment that covered 2400 villages across six states including Karnataka. SITE is a milestone in the history of communication in India. It was a turning point in the development of mass media in India. The experiment facilitated the establishment of basic infrastructure and mobilizing of human resources in six states namely Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. In Karnataka, the SITE experiment was conducted in the districts of Gulbarga, Bijapur and Raichur. The State came under the television radar during SITE telecast with TV studio and relay centre established in Gulbarga. The experiment of SITE from August 1, 1975 to July 31, 1976 resulted in the

telecast of programs for the first time ever in the state through TV sets installed in the community centres in the villages. When the SITE project ended after one year, people wanted the services to continue. The exposure of people to television in the State for one year experiment led to the demand for retaining the infrastructure to enable telecast of terrestrial programs from Delhi. The government decided to continue the terrestrial TV transmission in the SITE covered areas even after the completion of the experimental project as it wanted to make optimum use of the existing infrastructure in six states. Accordingly, TV transmitters were re-started to meet the needs of education and development in Jaipur in Rajasthan (March 1, 1977), Gulbarga in Karnataka (September 3, 1977), Hyderabad in Andhra Pradesh (October 23, 1977) and Sambalpur in Orissa (April 30, 1978).

Thus television formally got a firm footing in the State of Karnataka at Gulbarga located in the northern region on September 3, 1977 exactly a year after the SITE program ended. The infrastructure of the pilot TV experiment was retained and revamped as a television station to serve the development needs of that region.

Based on the national policy of establishing Doordarshan Regional network of terrestrial channels in all states to meet the multilingual needs the regional TV station, Bangalore Doordarshan was established in Bangalore on January 1, 1981. A temporary HPT- High Power Transmitter was erected on the then 21 storied tallest building in Banaglore, the Vishveshwaryya Tower and programs were re-telecast from Madras and Mumbai Stations for few hours in a day to the viewers in Karnataka. On August 15, 1982 Indian television switched over from black and white to colour telecast due to government's decision for live telecast of Asian Games from imported outdoor broadcasting vans. In order to meet the demands for the telecast of Kannada programs, a temporary TV studio was established in the Vishveshwariah towers on November 19, 1983 and began the telecast of Kannada news. The telecast of Kannada films, film songs and Kannada news during few hours in a day increased the demand for Kannada programs reducing the slot for Marathi and Tamil programs which dominated Kannada TV in the early days. Since the reach of the signals was confined to the radius of 20 kms in Bangalore, the people from other regions demanded the expansion of television relay services. Due to increase in viewership and

bowing to the market forces, Doordarshan opened the flood gates of Kannada television to commercials on November 4, 1983. LPTs- Low Power Transmitters were established for the relay of national and Bangalore's regional programs in 1984 in the districts of Mysore, Mangalore, Davangere, Bijapur, Bellary, Gadag, Raichur, Dharwad, Belgaum, Hospet, Hassan, Tiptur, Kodagu and Shimoga covering most parts of the state. The HPTs and LPTs required erection of 20-40ft antenna on housetops to catch the signals. During 1980s Karnataka's skyline was dotted with tall poles over roof tops and people were willing to invest in very expensive colour tv sets and heavy antenna infrastructure. The starting of national service by Doordarshan consisting of a two hour news and entertainment for the entire nation through INSAT -1A in 1982 gave an impetus to the expansion of regional television including Kannada services. The success of classic daily soap Hum Log on national network encouraged Bangalore Doordarshan to introduce sponsored programs on March 14, 1985 and saw the telecast of the first Kannada soap. Bangalore got a state of art television studio and relay station in J.C.Nagar with a huge tower constructed and inaugurated on January 16, 1988. Its formal telecast from a permanent studio started on February 4, 1988 thus putting an end to the make shift studio arrangement in Vishweshwariah towers. All the relay transmitters in the state were hooked to Bangalore Doordarshan on November 1, 1990 facilitating access of Kannada programs. The expansion spree of HPTs and LPTs in Karnataka changed the media scenario and means of entertainment of people forever with the establishment of 23 relay centres by the end of 1993.

Satellite TV invaded India in 1991 and revolutionized the television broadcasting. The entry of foreign owned private television channels to India posed a challenge to Doordarshan and compelled it to switch over from terrestrial to satellite technology. Besides terrestrial TV channel, the satellite Kannada regional language channel was launched on August 15, 1994 and was called Regional Language Satellite Channel - the DD-9. So, Karnataka had two Regional channels to begin with, one terrestrial and the other satellite. In order to compete with Kannada private channels like Udaya News which had then started, DD-9 became 24 hr channel on January 1, 2000. The Satellite Channel was later rechristened as *Chandana*. DD Kannada or *Chandana* is one of the 11 regional language satellite channels

in India. The other regional language satellite channels are DD North-East, DD Bengali, DD Gujarati, DD Kashir (Srinagar), DD Malayalam, DD *Sahyadri* (Marathi), DD Oriya, DD Punjabi, DD *Podhigai* (Tamil)and DD *Saptagiri* (Telugu).

THE FIRST PRIVATE SATELLITE KANNADA CHANNEL- UDAYA TV

The expansion of DD-9 in Karnataka and its popularity created a fertile market for privately owned satellite TV channel players. The first to grab the opportunity is Sun TV Network group - the Tamil TV monolith that introduced a bouquet of language channels including Udaya TV in Kannada on June 4, 1994. Sun TV Network is a multilingual privately owned TV empire that has created a niche for itself in Tamil, Telugu, Malayalam and Kannada TV market. The DD-9, a state run conservative news and information based channel peppered with few entertainment content was no match to Udaya TV which was a mass entertainment channel to the core. Udaya TV swayed the masses with its USP of telecasting Kannada films and film songs and it easily captured the Kannada TV market as there were no competitors. Udaya TV easily cut into the viewership of Doordarshan and reigned supreme between 1994-2000 as it had only DD to compete with capturing advertising market and became hugely popular and successful consequently increasing its earnings by manifolds. With the telecast of variety of programs like soaps, film music, news, films, comedy, life style and spiritual, Udaya TV became a mass channel having viewership in both urban and rural areas. To retain all kinds of viewers under its umbrella, Udaya TV started a bouquet of Kannada Channels.

The Udaya TV grew by leaps and bounds in Karnataka due to its ownership by Sun TV Network, perhaps largest media empire in South India reaching over 90 million households with 33 language TV channels in 4 south Indian languages. The group owns television channels, FM Radio stations, Newspapers, Magazines and cable distribution services and is the finest example of cross media ownership in Tamil Nadu. But it never endeavoured to such an venture in Karnataka. The advertising revenue became the monopoly of Udaya TV and it goes to its credit for opening a first of its kind 24x7 news channel in Kannada *Udaya Varthegalu* (News)

as early as 1997 changing the perception of news in regional media market and posing a challenge to Kannada print media. The competition with Udaya TV made DD-9 to refurbish its branding by renaming it in 2000 as *Chandana* meaning 'sandal paste' in the land of sandal wood known for beautiful fragrance and sanctity. The branding of DD-9 helped and Chandana with its new programming was widely welcomed by the Kannadigas. Nevertheless, the challenge of Chandana was to sustain the audience it attracted in the market.

Kannada TV saw an influx of a battery of new entrants with Udaya TV of Sun Group launching Ushe TV in the last week of May 2000. Ushe TV was introduced as an entertainment channel telecasting movies and music by buying the movie rights of Kannada films. After a decade, Ushe TV became Udaya Movies. Udaya TV established a trend of multi-channel ownership by opening theme based TV channels in Kannada. Today, it owns six Kannada TV channels including Udaya Comedy and Chintu TV in order to reach different kind of audience consisting of children, youth, men and women. The oldest news channel in Kannada, Udaya News was shut on October 24, 2017 by Sun TV Network for business reasons owing to substantial losses and low viewership share.

Other Initiatives in Kannada Television

The Marathi TV Channel, *Prabhat* joined the TV boom in Karnataka by launching *Suprabhata* in May 2000. In the absence of original programs, the channel closed down in 2001. The channel aimed to capture the market before the launch of ETV but could not sustain the pressures of crowded entertainment market. Kannada TV industry provided business opportunities for big players. The third big media group to enter the state is the Mumbai based Zee Entertainment Enterprises Ltd owned by media tycoon Subhash Chandra who gave India the first Indian owned language TV channel. Zee made an early foray to enter small screen in the State by launching a new TV channel, *Asianet Kaveri* in collaboration with Asianet, the media giant of Malayalam TV market, in June 2000 on a 50:50 joint venture. The channel failed to make an impact on the viewers resulting in its closure in 2005.

ETV Kannada and Colors Kannada

Kannada TV market was flooded with two giants namely Udaya TV and ETV in the first decade of 21st century with daily soaps, box office hits,

talk shows, news and family dramas. Udaya TV met its competitor when the ETV Kannada was launched on December 10, 2000 in Karnataka creating a stage for stiff competition to capture viewership and a big chunk of slice in advertising pie. ETV, the second big private channel in Karnataka changed the perception of entertainment and it soon earned reputation as a quality channel patronized by urban educated middle class vis-a-vis Udaya TV's mass audience. The language, content and the artists of ETV created a niche in Kannada TV history redefining teleserials and TV news. ETV Kannada was started by another media giant *Eenadu* group owned by Ramoji Rao in 2000. The group was renowned for starting *Eenadu*, the largest circulated Telugu newspaper in then undivided Andhra Pradesh. Initially Ramoji Group became business empire owning newspapers, TV channels and businesses in film production, food and finance. In the decade of 2000, ETV owned 12 regional language news and General Entertainment Channels in Telugu, Kannada, Urdu, Gujarati, Bengali, Marathi, Oriya, Rajasthan, Madhya Pradesh, Uttar Pradesh and Bihar. It also started ETV Kannada News channel called ETV News Kannada on March 19, 2014 to compete with Udaya News.

The man who changed the fortunes of ETV Kannada is none other than a theatre and a film personality, T.N.Seetharam, the man with a Midas touch. Moving away from formula based packaged entertainment programs, TN Seetharam gifted Kannada viewers with high quality story based teleserials providing clean entertainment. The director cum actor gave mega serials in Kannada based on political satire with a social message revolving around the lives of the middle class family. His TV serials *Mayamruga*, *Manvantara*, *Muktha*, and *Mahaparva* became hugely popular. He was the first small screen director to introduce the concept of dialogue with the audience by organizing open houses in different cities in Karnataka to get their feedback. He produced top rated quality Kannada story based TV serials and marketed them successfully bringing huge profits to the ETV channel. Perhaps the credit for making ETV, a household name goes to T.N.Seetharam.

ETV Kannada also won the hearts of *Kannadigas* with a variety of programs catering to the needs of important sections of society including farmers. The program *Annadata* is a TV program on agriculture and a first

of its kind by any private TV channel in Kannada. It is an initiative started by ETV group in all languages across the country to reach the farmers.

ETV started 24x7 news channel ETV News Kannada on March 19, 2014. On April 26, 2015, ETV Kannada was newly branded as ETV Colors with the change of ownership from Ramoji Rao Group to Reliance's Ambani group. Colors comes under Indian network Channel 18 that runs television channels like CNN-IBN, CNBC-TV18 and Colors. The parent investors are Reliance industries owned by Mukesh Ambani who started making footprints in media industry with huge investment in TV18 group that funded purchase of Eenadu TV media group by investing to the tune of \$450 million in its cross-media venture. ETV Kannada will soon have IBN tag as the group owns a conglomerate of channels in India. The change of ownership and rebranding has poised ETV in the league of highly successful corporate group in the country. Reliance group owns 100 percent stake in all ETV channels including Kannada and 50 percent stake in Telugu Channels. Today ETV Kannada now Colors is owned by corporate group which will greatly influence its content, technology and delivery platforms.

Zee Kannada

Zee group independently launched Zee Kannada in 2006 after the failure of its collaborative venture with Asianet (Asianet Kaveri) in 2000. Zee Kannada entered the state in May 2006 armed with huge content of daily soaps, reality shows, talk shows and game shows to distinguish itself from its rival channels. Talk shows like *Baduku Jataka Bhandi* - a program on people's personal family disputes and problems, popularized Zee Kannada. In 2014, a simple cookery show called *Oggarane Dabbi* made Zee Kannada a household name. At the national level, Zee group was the first to launch a 24x7 food channel, *Zee Khana Khazana* in India. The full fledged production house has no dearth of creative directors and resources. The cookery show in Kannada is hugely popular among women audience. The star of the cookery show is its host Murli who has won the hearts of its viewers with his unique dialogue delivery. The program has reached heights of popularity with good weekly ratings. The cookery show has also published program based cookery books never initiated by any TV channels in the state.

TV9 and its foray into News

The channel which is leading the band wagon of Kannada small screen

with sustained high ratings is TV9 Karnataka. It is a 24x7 news channel started on December 9, 2006 under Associated Broadcasting Company pvt.ltd (ABCL) owned by Ravi Prakash based in Andhra Pradesh. The channel is most watched in the state because of its unique way of news presentation. It has changed the format of news presentation, news reading and visual presentation. Showing unedited news clippings and accessing news of crime, accidents and conflicts in the remotest parts of the State are its strengths. The channel has been criticized for sensationalizing news and for introducing crime based programs targeting police and beaurocrates. Nevertheless, it has gained popularity due to its huge network of news bureaus created across the state that telecast local and regional news on par with national and international news in Kannada. It focuses more on politics and crime and banks on cricket programs in regional language besides giving live coverage of news. The channel is known for titling the programs in a unique lingo- a mix of Kannada and English words like *Filmy Fonda*, Just Bangalore, *Namma* Metro, *Nammuru*, nation@9, Warrant, Ladies Club, Movie *Masala* and Boundary Line. The channel is the first to introduce breaking news concept in Kannada news and even got into serious trouble in the news about Polio vaccination news for irresponsible journalism and incurred public wrath. Encouraged by the continuous high ratings in the small screen, TV9 launched one more channel in English NEWS9, a city centric news channel for Bangaloreans.

Kasturi : Media and Politics

For the first time in Karnataka, politicians made foray into Kannada TV with a precedent already set by Tamil Nadu's DMK's Dayanidi Maran's Sun TV Network which owns Udaya TV in the State. Kasthuri the General Entertainment Channel was launched on September 26, 2007 under the banner, Kasthuri Medias Pvt Ltd, by the political family of former Prime Minister H.Devegowda in the name of his daughter-in-law Anitha Kumaraswamy who also happens to be the wife of H.D.Kumaraswamy, the former Chief Minister of Karnataka. The pride of this channel is it is the first channel to be owned by a *Kannadiga*- the son of the soil as rest of the other channels are owned by non-*Kannadigas*. A mix of news, films, movies, daily soaps, talk shows, music, spirituality and sports form the content of Kasthuri. It is popular because of its political affiliation. The group launched

one more News channel called Kasthuri News 24 in 2011. Recently, it is believed that the H.D.Kumaraswamy has leased the entertainment channel, while keeping the news channel under the control of political family. Unlike DMK's Sun Network that has monopolized Tamil Nadu, Kasthuri could not rule Karnataka and is way behind most of the top channels in the ratings war.

GROWTH OF CHANNELS BETWEEN 2007 - 2017

Kannada TV was flooded with new channels between 2007-14 to catch the eye balls and to cut into the viewership of already established channels like Udaya, ETV and TV9. Asianet Communications that operates Malayalam Channels was bought by Rajya Sabha MP Rajeev Chandrasekhar with 51% stake in 2006. Under this banner, *Suvarna* TV was launched in 2007 by Rajeev Chandrashekhar, a businessman and a second term Rajya Sabha MP from Karnataka. He is a media mogul like Rupert Murdoch by taking over Kannada Prabha, the Kannada newspaper established by illustrious Ramnath Goenka from the prestigious stables of the New Indian Express group. A politician-businessman owning media in Karnataka, Rajeev Chandrashekhar is owning Asianet News in Malayalam and Suvarna News in Kannada and has established cross media ownership in Kannada media market for the first time. The Asianet News Network Pvt.Ltd of Jupiter Media Entertainment Ventures group has established three Kannada channels namely, Asianet Suvarna (2007), Suvarna Plus (2013) and Suvarna News 24X7 (March 31, 2008). The news channel has made its presence in social media network and is consistently earning third position in the average weekly ratings.

The theme based channels were not confined to news but it spread to other areas like music, children, comedy and religion. The launching of Sri Sankara TV, a multilingual spiritual channel on December 21, 2008 filled the dearth of spiritual channels in Kannada. The channel is dedicated to the propagation of Hindu culture, tradition and values. The Sun TV Network started a children's channel, Chintu TV on April 12, 2009 claiming to be the first Kannada television meant exclusively for kids. Music lovers had one more channel competing with Udaya music, with the launching of the Raj Musix Kannada in 2009, owned by the famous regional broadcaster, Raj

Television Network Ltd of Tamil Nadu, owning Tamil, Telugu, Malayalam and Kannada Channels. The group also floated Raj News Kannada in 2012 competing with its counterpart in Tamil Nadu, the Sun Network's Udaya Varthegalu (News).

The crowded news channels had one more new entrant in the market, the Janasri News on February 18, 2011 floated by the then powerful mining chieftains from Bellary, G. Janardana Reddy and B.Sriramulu who are facing the heat of CBI battle in mining cases coupled with problems on both political and business front. The channel claims to be a 24x7 Kannada news and infotainment television channel and was started to confront negative coverage in the media about allegations of corruption during the regime of former Chief Minister B.S.Yeddyurappa. After their downfall, the ownership changed hands to Odyssey Corporation Ltd, based in Gujarat and now it is part of Yash Broadcasting Industries Pvt..Ltd.

On June 20, 2010, a news channel Samaya News was launched that joined the band wagon of crowded news media sector. It was started by Satish Jarkiholi, the Small Scale Industries minister in the present Congress government in Karnataka from Gokak and later was sold to Murugesh Nirani, Minister of Heavy Industries in the present congress government and now is owned by Vijay Tata of Andhra Pradesh. Few ministers and politicians are believed to hold stakes in this channel. The news market got one more 24x7 Kannada news Channel Public TV on February 12, 2012 by Writemen Media Pvt. Ltd, Bangalore. Many print media journalists own stakes in the channel. H.R.Ranganath, the former editor of Kannada Prabha daily is the Chairman and Managing Director of the channel giving impetus to the credibility of the channel. The channel enjoys good ratings and its forte is regional and local news supported by its network of district wise news bureaus. The group backed by the Lahari audio group's Manohar Naidu and few film directors launched Public Music Channel on September 28, 2014 giving one more music channel to music lovers in Kannada. Sun Network gave one more channel Udaya Comedy in 2011 after the huge success of its comedy programs in Udaya TV which was popularized by well known writers, humorists and satirists in Kannada literature. Btv News is a new entrant in the market launched on July 10, 2014 and was inaugurated by the present Chief Minister, Siddaramaiah. Owned by a Kannadiga G.M.Kumar, a

journalist turned realtor and now a media businessman from Mandya, the channel is making news for all wrong reasons. In December 2014, the channel was dragged into court by Congress MLA of Karnataka Assembly Priya Krishna in a civil defamation suit demanding damages worth Rs 100 crores against the channel creating a record in media history as this is the first defamation case against any media demanding Rs. 100 crores from a TV channel.

Kannada TV market has attracted many media houses to establish new TV channels. On June 11, 2015, Prajaa TV owned by Ravi Ganiga was launched claiming no compromise on professional ethics and is in the race to gain TRPs vying for the shrinking advertisement market estimated at Rs.100 crore. Following the success of Kannada Newspapers, Vijaya Karnataka and Vijavani, politician cum transport business magnate from North Karnataka, Vjay Sankeshwar of VRL Media launched 24x7 news channel, Dighviajy on April 5, 2017. One of most successful newspapers, Vijaya Karnataka, owned by VRL Media that created new wave in Kannada Journalism was acquired by India's largest media house, The Times of India Group in June 2006. The VRL group yet again launched one more Kannada newspaper, Vijayavani in 2012 that rose to become the largest circulated Kannada newspaper breaking previous circulation records. Dighvijay TV is from the group of long standing leader in the print business and obviously is speculated to create new viewership in the market and pose a tough competition to other Kannada TV channels.

Chronological Mapping of the History of Kannada TV Channels

Sl.No.	List of Kannada Channels	Launched Year
1.	SITE Experiment	August 1, 1975 to July 31, 1976 Gulbarga, Raichur, Bijapur
2.	DD Station, Gulbarga	September 3, 1977
3.	Bangalore Doordarshan	January 1, 1981
4.	Bangalore Regional TV Station	January 16, 1988
5.	Regional Language Satellite TV Channel - DD 9	August 15, 1994
6.	Udaya TV	June 4, 1994
7.	Udaya Varthegaulu (News)	1997
8.	Ushe TV	May 2000 -2012
9.	ETV Kannada Became Colors Kannada	December 10, 2000 April 26, 2015
10.	Asianet Kaveri	June 2000-2005
11.	Suprabhata	May 2000-2001
12.	TV9 Kannada	December 9, 2006
13.	Zee Kannada	May 2006
14.	Suvarna	2007
15.	Kasthuri	September 26, 2007
16.	Suvarna News 24x7	March 31, 2008
17.	Sri Sankara TV	December 21, 2008
18.	Chintu TV	April 12, 2009
19.	Raj Musix Kannada	2009
20.	Udaya movies	January 2010
21.	Samaya 24x7	June 20, 2010
22.	Janasri News	February 18, 2011
23.	Kasturi News 24x7	2011
24.	Udaya Comedy	2011
25.	Raj News Kannada	2012
26.	Public TV	February 12, 2012
27.	Suvarana Plus	2013
28.	Udaya Music	2013
29.	Etv News Kannada	March 19, 2014
30.	Raj News Kannada	2014
31.	BTV	July 10, 2014
32.	Public Music	September 28, 2014
33.	Praja TV	June 11, 2015
34.	Colors Super	2016
35.	Star Sports 1 Kannada	2017
36.	Dighvijay	April 5, 2017

TAM Ratings of Kannada TV Channels -22/3/2015 to 28/3/2015

1.	KARNATAKA			Universe	0	
2.		WK 10	WK 11	WK 12	WK 13	Diff
3.	TV9 KARNATAKA	134.98	121.8	182.58	145.15	(37.43)
4.	PUBLIC TV	44.92	45.8	64.28	61.63	(2.65)
5.	Suvarna News 24x7	46.15	45.58	61.12	55.65	(5.47)
6.	Btv NEWS	24.6	24.23	39.5	43.5	4.00
7.	ETV NEWS KANNADA	28.07	23.57	26.68	26.74	0.06
8.	Samaya News	4.51	6.25	11.99	25.11	13.12
9.	Udaya News	19.34	21.55	20.52	22.67	2.15
10.	Kasthuri Newz 24	15.15	10.29	21.32	17.72	(3.60)
11.	Janasri	8.54	8.36	8.74	8.79	0.05
12.	Raj News Kannada	8.52	6.74	9.69	7.46	(2.23)
13.	UDAYA	582.59	608.23	582.24	527.47	(54.77)
14.	ETV Kannada	435.7	473.25	419.01	481.38	62.37
15.	Suvarna	341.96	338.25	335.77	321.83	(13.94)
16.	Z Kannada	235.83	243.04	227.63	229.17	1.54
17.	Plus Suvarna	121.12	156.92	154.99	164.06	9.07
18.	K Kasturi	61.87	49.58	42.11	40.27	(1.84)
19.	DD Chandana	24.08	24.37	31.21	24.62	(6.59)
20.	Udaya Movies	171.01	179	174.39	192.63	18.24
21.	Udaya Music	72.69	71.4	64.54	64.62	0.08
22.	Public Music	29.12	28.97	27.95	25.77	(2.18)
23.	RAJ MUSIX KANNADA	22.32	16.3	11.84	8.9	(2.94)
24.	Udaya Comedy	60.29	56.07	51.05	55.09	4.04
25.	Chintu TV	17.83	23.59	18.19	18.92	0.73

CONCLUSION

The regional television sector in Karnataka with a history of over three decades has a matrix of over 25 TV channels aiming to capture a market consisting of 60 percent (Census 2011) of TV households spread across 30 districts. The Kannada language faces a tough competition as the viewers in the erstwhile regions under Nizam's Hyderabad, Bombay Presidency and Madras Presidency in many districts of the state are staunch viewers of Tamil, Telugu and Marathi programs. The Kannada TV basket consists of 60 percent of TV households as against 90 percent in Tamil Nadu, the highest in the country and 76.8 percent in the most literate state, Kerala. The advertising revenue of Tamil television is huge to the tune of Rs.1300 crore while Andhra Pradesh comes second with ad revenue of Rs.900 and Karnataka and Kerala each have a revenue of over Rs.600 crore.

As per the TAM ratings of March 2015, the TV sector can be analyzed under two important sectors namely News Channels and General Entertainment Channels (GEC). In the news segment, TV9 consistently holds number one slot followed by Public TV and Suvarana News 24x7. In the GEC sector, Udaya TV leads the team followed by ETV /Colors Kannada and Suvarna. Therefore Suvarna continues its number 3 slot in both News and GEC segments. As on August 2017 Broadcast Audience Research Council (BARC) ratings show TV9 leading the news channels followed by Public TV and Suvarna News. The rest of the 10 Kannada news channels have low share of viewership. Uadya News could not withstand competition with TV9 and therefore decided to exit. Other channels like Kasturi News and Dighvijay 24x7 are the notable players in the ratings war. Apart from the 13 existing news channels, at least three more, Focus TV, TV1 and TV5, are on the pipeline to join the crowded market.

Today it requires huge resources and strategies to survive in the volatile TV market in this region. TV is big business that calls for huge investment and it is estimated that it requires over Rs.50 crore to start a News Channel. Perhaps it costs more to establish a regional TV news channel than a GEC which costs anywhere between Rs.20-25 crore. Kannada language market has a comparatively small viewership than other regional broadcasting markets. In order to optimize ad revenue, TV channels under cross media ownership are resorting to dubbing of popular soaps and buying franchise of reality shows and localizing other language programs hurting the interests of local talent and creativity in the process.

The recent example is the adoption of a hugely popular national Hindi soap *Ballika Vadhu* to reach Kannada audience. The serial is based on child marriages which is rampant in Rajasthan and therefore it not only becomes irrelevant but there is also a danger of reinforcing old beliefs and tradition in the guise of social message. Such attempts can do more harm than good to the regional audience. Dubbing is a business proposition and it can never promote regional art, culture and resources. Launched on 21 July 2008, *Balika Badhu - Kachchi Umar Ke Pakke Rishte* is a hugely popular Hindi soap opera of Colors TV channel that completed a record breaking 1909 episodes as on May 30, 2015. The serial reached a TVR of 6.5% in the 10th week, it also enjoyed a TRP of 5.9. It consistently remained on the

top in the ratings chart recorded a TVR of 7 in 2009 and Gross Rating Point (GRP) of 1.34%. The newly formed Broadcast Audience Research Council (BARC) has also given favourable ratings of 4.1 in May 2015. The queen of soaps, *Balika Vadhu* has been already dubbed in Telugu “*Chinnari pellikuthuru*” and is one of the top three popular soaps in Telugu language Television. The remake of the serial *Balika Vadhu* in Kannada titled, *Putta Gowri Maduve* has helped Colors Kannada TV to raise in popularity chart. The Kannada version has successfully completed 1500 episodes in December 2017 and remains No.1 soap in Kannada regional TV. Colors TV’s strategy of remaking popular Hindi serials in regional languages has paid rich dividends. The remake of the popular Hindi serial, *Madhubala* in Kannada with a title *Ashwini Nakshatra* has created star value for TV artistes hitherto unknown in regional language industry. Remake of the *Big Boss*, the Hindi reality show has changed the fortunes of Colors Kannada making it to be the one of most popular GEC- General Entertainment Channels in Kannada. The Kannada version of Bigg Boss changed the programme style, format and dialogue delivery in Kannada. *Jhalak Dikhla Jaa*’s Kannada version ‘*Takadhimata Dancing Star*’ has opened flood gates of Kannada TV channels to the producers of remake and dubbed programmes.

Big corporate ventures are buying stakes in the fast growing regional entertainment market by branding TV channels. Market segmentation on linguistic basis has led to the control of key market by big corporate empire enjoying the support of advertisers in a big way. The arrival of big players in Kannada television industry has ultimately set the benchmark for the takeover of language TV channels. The purpose of regional TV gets defeated as businessmen who are neither familiar with culture nor with the demography of the region hold the reins of the language media causing irreparable damage to the cause of language and culture of the State.

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Social Media Intervention in Women's Empowerment

SHRINIDHI ADIGA

Abstract

Social media is an influential medium for women to be engaged in online activism and advocate for their rights. It provides an alternative platform for a woman to raise her voice against harassment / atrocities, injustice and discrimination. Social media has a potential to make a far greater contribution to the advancement of women. Instagram, Facebook and Twitter provides vital space for women and minorities to share their personal stories. Hashtag activism has helped to mobilize public attention on women rights and increased the visibility of issues that are under-reported in mainstream media. Present study tries to find out the power and influence of social media in the empowerment of women. This study involves an online survey which has been conducted among Internet/social media users using Google forms.

Key words: Social Media, Empowerment, Women, Hashtag, Advocacy, Activism

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INTRODUCTION

Social media is a powerful tool for women to be engaged in online activism and advocate for their rights. Women can put forward their personal opinion on religious, social, political, cultural, professional and other issues in their social media pages for analysis and discussion. Through this, they can try to engage themselves in giving voice to voiceless in the society.

Social media provides an alternative platform for a woman to raise her voice against harassments/ atrocities, injustice and discriminations. Through this it supports a social change and protects her rights. Social media can inspire a woman to express her suppressed views, achieve her potentials, and encourage her move towards the change in the society.

Social media are relatively innovative tools for informing and mobilizing communities. It encourages individuals to contribute their views to participatory dialogue about social issues and establishes a sense of community (Scott & Maryman, 2016).

Presently civil society is closely connected with social media platforms such as Facebook, YouTube or Twitter. Globally women are greater users of social media than men (McPherson, 2014). The explosion of social media and unprecedented use of new technologies by women focus on the possibilities of bringing gender equality and women's rights issues to the forefront of policy makers and media attention.

Social media has a potential to make a far greater contribution to the advancement of women. This can be utilized to combat discrimination, counter gender stereotypes and raise awareness of women's rights issues (Loiseau & Nowacka, 2015).

Instagram, Facebook and especially Twitter provides a vital space for women and minorities to share their personal stories. Social media also stand in solidarity on issues such as racism, sexism, classicism, wage gaps, assault, education, motherhood and beyond (Mehta, 2016).

Platforms such as YouTube, Facebook or twitter have allowed activists around the world to retransmit events live to a broad online audience such as during the Arab Spring movement (Pew research center, 2012). Local issues become global concerns local activists become connected with global citizens. (Pew research center , 2012).

Twitter, Instagram, and Facebook (and any other platform that uses hashtags) are great places to start conversations. Here activists can educate, connect and spread their message instantly, as well as organize to take their protests to the streets. Hashtag activism is a reflection of the problems of oppressed groups, especially women and minorities which they face every day, in real time (Mehta, 2016).

Hashtag activism has helped to mobilize public attention on women's rights and increased the visibility of issues that are under reported in mainstream media. Main objective behind this hashtag activism is to bring women's issues to the forefront of political agenda. 'These hashtags give social media users the ability to learn from and join conversations that can expand our feminist consciousness' (Weiss, 2016).

Using the hashtag #FreeKesha, fans have taken their support from the Internet to the real world, with several petitions and even protests in support of pop singer Kesha after she made claims that music producer Dr. Luke sexually and emotionally abused her. Dr. Luke has adamantly denied these claims and sued Kesha for defamation. Many women have used the hashtag to share their own stories of survival and to thank Kesha for voicing her claims.

India's 1.2 billion people stood behind PV Sindhu as she set out to compete against Carolina Mari in the Olympic Badminton Women's final. She became the first Indian woman to win a silver medal at the Olympics and Indians took to Twitter to congratulate her. #PVSindhu became an inspiring story for women's empowerment as young women, mother, and well-known icons in India came together to Twitter to celebrate her victory (IWORLD, 2016).

'#Happy ToBleed' is a campaign launched by a college student against menstrual taboos, and sexism that women are subject to through it. It acknowledges menstruation as a natural activity, which does not need curtains to hide behind. This campaign made it possible to organize an open discussion on menstruation (Nair, 2016).

Activists of this campaign even knocked the door of Supreme Court against "menstrual discrimination", specifically the practice of *Sabarimala* temple of denying entry to women and girls between 10-50 years (Nair, 2016).

Started by actor Alyssa Milano, #Metoo became a rallying cry against sexual assault and harassment. The movement began on social media after a call to action by Milano, who wrote, "If all women who have been sexually harassed or assaulted wrote 'MeToo' as a status, we might give people a sense of the magnitude of the problem (Khomami, 2017).

Like this women perceived social media as a powerful tool to express her views/opinions, urge for her demands, claim justice, raise voice against exploitation and to collectively fight for her rights. Here this study tries to find out contributions of social media for the empowerment of women.

LITERATURE REVIEW

Following articles pertaining to the subject were found during the study.

In a article on 'Social media in Women Empowerment' by Anusha Rao focuses on how social media can be used wisely to empower women in a conservative culture like India. It discusses the possibilities but has not adopted any research methodologies like survey or indepth interview.

In her study on 'Women empowerment through technology and social media', Mira Daher highlighted digital activism in Arab world. They tried to find out what extent social media helped for empowerment of women. They conducted a survey among online activists about the role of social media in the empowerment of women. Study has observed social media tools are like societal mobilizing agents. This study mainly concentrates on the empowerment in Arab world.

OBJECTIVES

- To study the feasibility of social media as an appropriate tool for women to express her views;
- To study the usage of social media for informing and educating women;
- To examine whether women have shared their experiences in social media;
- To examine whether social media helps to amplify women voices;
- To find whether social media brings women's right issue to the attention of public and policy makers;
- To examine whether social media eliminates gender based stereotyping.

METHODOLOGY

The primary data has been collected through an online survey. A sample of 100 Internet and Facebook users were selected for the study using snowball sampling method. Research tool like a structured questionnaire was developed and distributed to sample respondents using Google Forms.

Questionnaire has been prepared in Google forms and has been circulated to the respondents through email and facebook messages. Owing to non response and incomplete questionnaires, it was decided to scale down sample size from 100 to 50 that is representative of Internet and Facebook users.

ANALYSIS

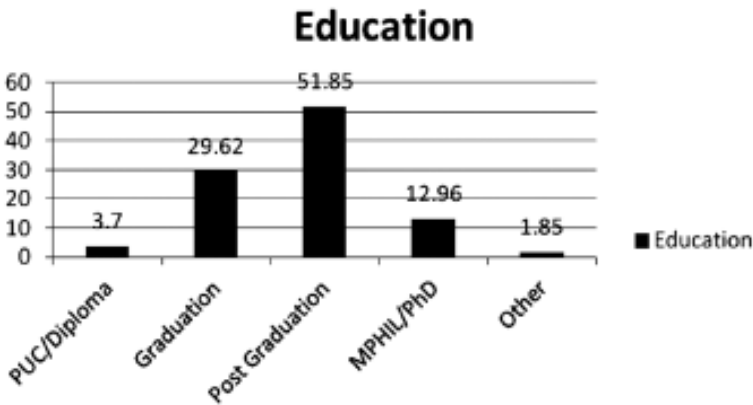
The sample consisted of 68.51 percent women and 31.48 men. As shown in the Table -1, majority of the respondents (63 %) were in the age group of 26 – 35 years. Tech friendly nature of younger respondents might have contributed for this aspect. The lowest representation was found in the age group of 45 years and above.

Table -1 Age

Sl.No.	Age Group	%
1.	18-25	24.07
2.	26-35	63.00
3.	36-45	07.40
4.	45>	05.55

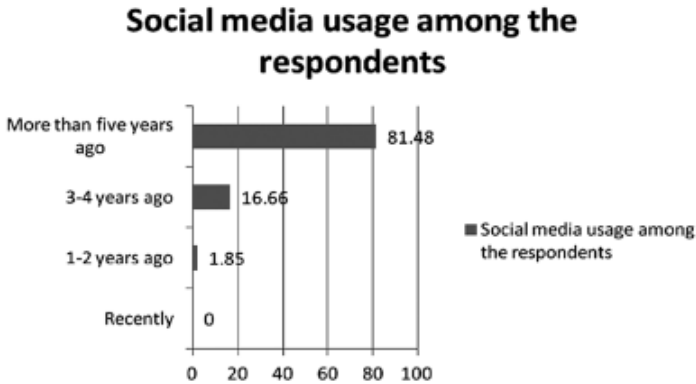
Respondents participated in the survey were highly qualified. Majority of them (50%) were highly qualified and have completed their Post graduation (Figure 1) while 30 percent were graduates. As much as 13 percent have completed their M Phil and PhD. Respondents were employed in different occupation like teaching, private sector, self-employment, engineering etc. This survey also consists of homemakers and students.

Figure 1: Education



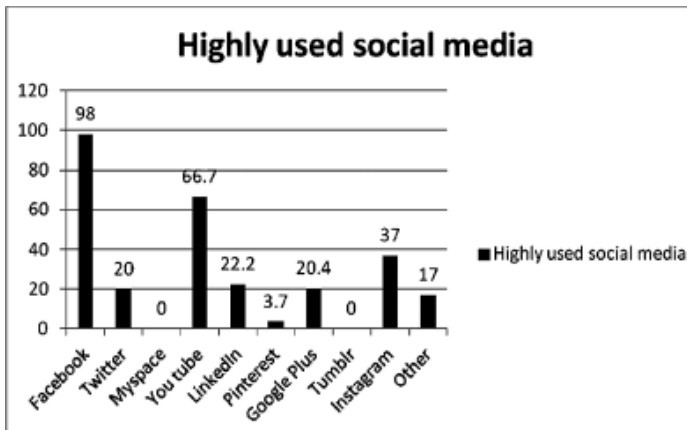
As shown in the figure 2, majority of the respondents (81%) stated that they started to use social media more than five years ago. It shows that majority of the respondents are familiar with the social media. As many as 81.5 respondents said everyday they visit social media.

Figure 2: Social Media Habits



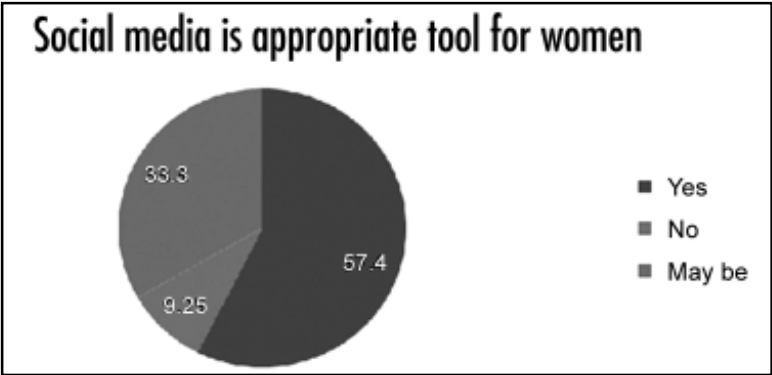
Among the respondents, Facebook appeared as highly used social media website (98%) followed by the YouTube (66.7%) whereas Instagram (37%) and LinkedIn (22%) occupied next places respectively (Figure 3). The respondents are multiple users of social media.

Figure 3: Popular social media



As shown in Figure 4, majority of the (57 %) respondents stated that social media is as an appropriate tool for women to express themselves. Most of the hashtag issues related to women are discussed in social media. Thus majority of the respondents think that social media is a way to express views of women.

Figure 4: Social media a right tool for women



As much as 74 percent respondents (Figure 5) considered social media as an effective tool to inform and educate the women.

Figure 5: Social media is a tool to inform and educate women

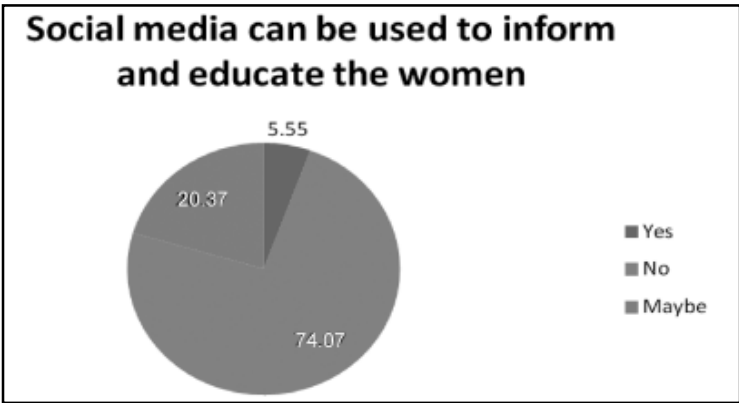


Table 2: Applications of social media

Uses of social media	Response %
To get news and information	88.0
To identify myself in a group	13.7
To participate in the discussions	37.3
Just for fun and time pass	09.8
To express myself	25.5
To make yourself member of many groups	11.8

Majority of the respondents (88%) stated that they use social media to get news and information (Table 2). Around 37 percent respondents make use of social media to take part in the discussions. For 25.5 percent respondents it is a forum to express themselves.

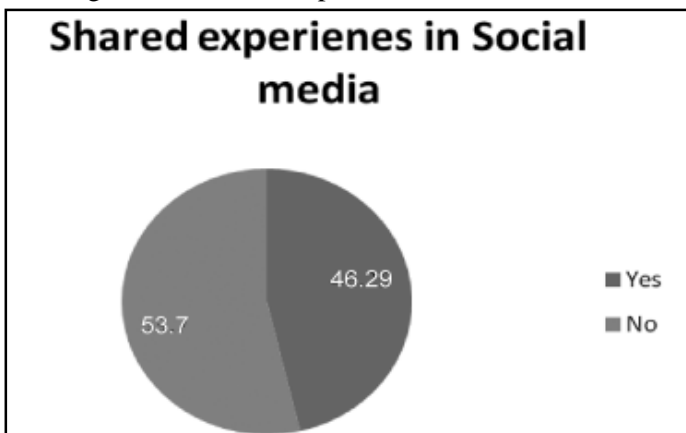
Table 3: Acted on women related post

Action on women related posts	Response %
Read it	85.0
Write a comment	31.5
Share the post on your wall	40.7
Tag it to other friends	18.5
Clicking like	31.5
Participate in discussion	30.0
Ignore it	02.0

As shown in Table 3, as much as 85 percent respondents stated that they read women related posts in the social media. Interestingly, 41 percent respondents have a habit of sharing it in their wall. As many as 31.5 percent respondents write comments and click 'like' button to those posts.

Of the respondents more than half percentage (53.7%) stated that they have revealed their experiences in social media (Figure 6). Sharing everything in social media is a passion among youth today. The same has been reflected in the results.

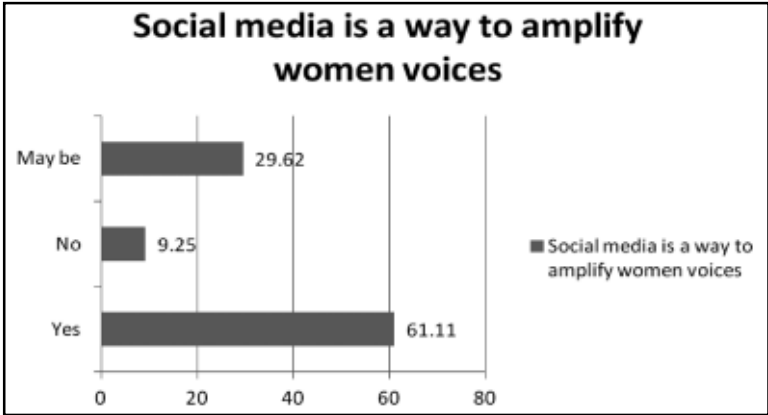
Figure 6: Revealed experience in Social media



Respondents stated that they have shared experiences related to health, happiness, about kid, reading, achievement etc in social media. All most all respondents here shared only pleasant experiences in the social media and had received positive responses.

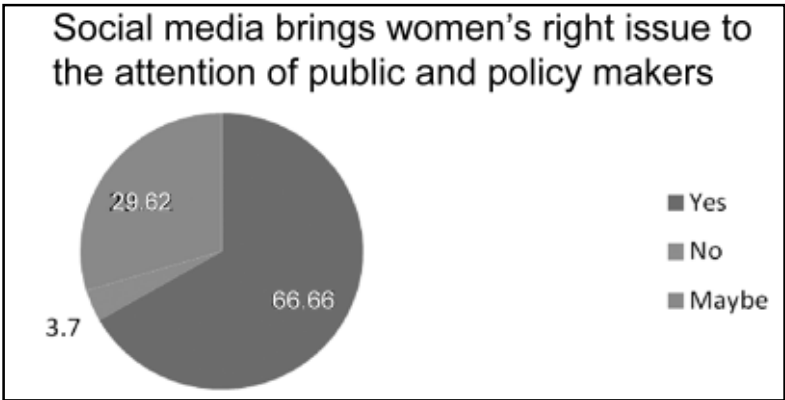
As much as 61percent respondents believe that social media amplifies the voice of women (Figure 7). Least percentage of the respondents disagree with this statement and 30 percent have not taken any stance on the issue. Increasing women related groups in social media and involvement of women in civic activities support this view.

Figure 7: Social media strengthen women's voices



Majority of the (67 %) respondents think that social media brings women’s right issue to the attention of public and policy makers (Figure 8).

Figure 8: Social media draws interest towards women’s right issue



As shown in the Figure -9, 40.74 percent of respondents believe that social media eliminates gender based stereotyping and equal percentage of respondents have not taken any stand over this statement.

Figure 9: Social media and gender based stereotyping

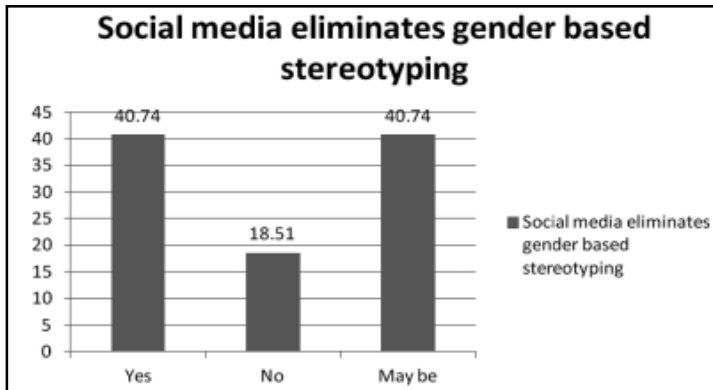


Table 4: Social media helped to empower women

Women empowerment Issues	Responses%
Through giving news , information and advice on different issues	75.0
Through connecting likeminded individuals and friends	46.0
Though sharing thought / opinions	61.5
Helped to find the job	25.0
Enhanced civic participation	21.2
Brought social change	27.0
Upholds women rights	36.5
Through dragging attention of the concerned about an issue	32.7

Majority of the respondents (75 %) think that social media helped to empower the women through giving news, information and advice on different issues (Table-4) whereas 61.5 respondents believe that social media empowers women through providing a forum to share thoughts/opinions. According to 46 percent respondents empowerment takes place through connecting likeminded people. As much as 36.5 percent respondents assume that social media has brought change and for 21 percent respondents it has enhanced civic participation.

CONCLUSION

This study positively look towards women's empowerment through social media. Social media amplify women's voices and provide a platform to express her views. Mainly it has been used to gather information and knowledge. It is one of the powerful tools to draw the attention of policymakers. The essence of this study is that social media has enhanced civic participation among the women. However, its role in eradicating gender stereotypes is not promising.

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Social Media: A Precursor to Escalated Political Violence in Nigeria

OBATUNDE BRIGHT ADETOLA

Abstract

The Social Media has become veritable means of communications in the recent times such that it cannot be taken for granted by any public office seeker. Its reach is unimaginable and its impact is unfathomable. It is only the uninitiated or geriatric politicians that will joke with the importance of the Social Media. In these Media, there are outlets such as Naija Politics, Facebook, Youtube, Twitter and so on and they have contributed tremendously on information sharing with the speed of light. Such outlets have become a battleground for cyber warriors who give information on many political issues in Nigeria and they most times misinform (as well) due of the youthful nature of the participants, who are not careful to verify the news items (they have because of the false impression that their identity could be hidden). The paper argues that the little media has become a very potent battleground that serves as a dangerous precursor to visible physical violence in Nigeria's political space in the last few years of return to democracy. It however conclude that the false impression of 'hidden identity' the youth have to perpetuate unfounded political distortion of facts to harass political opponents will begin to fade away if and only if Nigerian politicians know and believe that applies, online and offline.

Keywords : Social media, Internet, Politicians, Cyber Warriors, Defamation, Media Ownership

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INTRODUCTION

Information is a major factor in any social relationship. It determines and shapes how humans and even animals relate to one another. Information in itself is a mere collection of facts from which conclusions may be drawn. It is knowledge acquired through study, experience or instruction. It could also connote a message received, and understood. More important than

‘information’ itself are other factors that help to disseminate the information, which include the means/mode of communication, the carrier of the information; the ‘owner’ of the information; the purpose/utilization of the information and so on. It is these other factors that this paper intends to dwell on particularly the Little Media otherwise known as Internet in the globalized world. The focus on the Internet communication will however be done without losing out the nexus between the other media- the print, the Television and the Radio.

The Media in Nigeria

It is incontrovertible that revered Henry Townsend founded the first newspaper in Nigeria in 1859. His paper was “Iwe Irohin”. Ever since then newspaper business has grown tremendously and it has contributed to the socio-economic and political development of Nigeria. Since 1859, Individuals, groups of people, organisations and government have become proprietors of newspaper business for various reasons. What is striking in the pattern of ownership since then is the preponderance with which politicians establish newspaper houses. Among them are Late Hurbert Macaulay, Dr Nnamdi Azikiwe, Chief Obafemi Awolowo, Dr Mbadiwe, Gen Shehu Yaradua, Dr Chuba Okadigbo, and Chief Anthony Enahoro – all of blessed memory. All of these, as the table-1 shows, seemed to contain political rather than economic reasons for their establishment. And, interestingly, were mainly located in the South with private ownership.

Table 1 : Chronological History of Newspapers in Nigeria

Newspaper	Name of Publisher/Promoter	Years of Establishment
West African Pilot	Dr. Nnamdi Azikiwe	1934
Eastern Nigeria Guardian	Dr. Nnamdi Azikiwe	1940
Nigerian Sportsman	Dr. Nnamdi Azikiwe	1943
Southern Defender	Dr. Nnamdi Azikiwe	1940s
The Comet	Dr. Nnamdi Azikiwe	1945
Nigerian Tribune	Chief Obafemi Awolowo	1949
Daily Telegraph	Dr. Mbadiwe	1958
The Reporter	Late. Gen. Shehu Yaradua	1987
The Champion	Chief Emmanuel Iwuanyawu	1988
Platform	Dr. Chuba Okadigbo	1989
Africa and the World	Dr. Chuba Okadigbo	1989
The Sunday World	Chief Anthony Enahoro	1989
The Weekender	Chief Anthony Enahoro	1989
Vista	Chief Anthony Enahoro	1989

The return to democracy in 1999 equally increased the return of politicians in the ownership structure of newspaper houses. The likes of Bola Ahmed Tinubu, Otunba Gbenga Daniel, James Ibori, Mr Orji Uzor Kalu all Governors established newspaper, Radio Stations and Television Houses.

Table 2 : Establishment of Print and Electronic Media in Nigeria

Sl.N.	Newspaper/Radio/Television	Name of Publisher/Promoter	Year of Establishment
1.	The Nations	Bola Ahmed Tinubu	July 31, 2006
2	Nigeria Compass	Otunba Gbenga Daniel	May 26, 2008
3	Daily Independent	Chief James Ononefe Ibori	October, 2001
4	Daily Sun	Chief Orji Uzor Kalu	June 16, 2003

What is worthy of note in the politicians of this dispensation is their capacity to own virtually all means of communication that were hitherto the exclusive to government establishment due to the huge cost involved in setting up the media outlets. Individuals now rub shoulder or sometimes surpass governments, be it at state level or federal in the ownership of media house in Nigeria. If the most capital intensive are owned by individual politicians, what do we then expect of the Social Media?

THE SOCIAL MEDIA

The social media may be small in a way in comparison with the traditional media such as Newspapers, Radio and Television, its impact and reach is in no way small at all. In fact, its reach is worldwide with speed of light as far as transmission and exchange of information is concerned and this was aptly captured by *the Chinese Defence Science and Technology Information Monthly Issue 121, 5th Issue, 1998*. Where it was reported that, “the Internet has spread to more than 180 countries and regions, connecting more than 600,000 domestic networks of various types, hooking up more than 120 million computers available to 120 million users (2% of the entire global population)”. Today, the reach of Internet has increased by leaps and bounds.

The impact of the Social Media in relation to political violence globally is still fresh in our memory with the Arab *Spring* that started with the Jasmine Revolution in Tunis; Tunisia after Mohammed Boaziz set himself ablaze as a result of State oppression. The popular social networks hitherto meant for

social communication and exchange of socially related materials readily became a political tool and weapon of war and communication, which saw the end of many sit-tight governments in the Arab world. The government of Ben Ali collapsed after several youths mobilized themselves from several villages to the city-centre to demand for the resignation of Ben Ali – the Tunisian president of many years. The fall of Ben Ali gave strength to other neighbouring countries, which suddenly discovered the potent power of Social Media for political communication and action. Egypt's Hussein Mubarak fell and Libya's Muhamar Ghadafi equally fell as a direct consequence of socio political mobilization of aggrieved youths against their various oppressive and tyrannical governments of several years that spanned two or more decades.

From the forgoing, we may infer that the interest of the politicians for establishing media empires be it traditional or modern would definitely first be political and then others. Were it not so the period of military rule in Nigeria would not have been devoid of any politician owning a media house. Rather, the ownership structure then, was more of government, groups of radical scholars and civil societies.

The same political interest that propelled the modern politicians to acquire wealth to own virtually every means of communication extended to the Internet. The Internet political space / domain is under all forms of control in terms of promoters and host of the sites that maintain a series of web pages on the world wide web and the operators or participants that are sometimes referred to as 'Internet warriors'.

The 'Internet warriors' are mostly youth who are more often than not recruited by the politicians to initiate, propagate, substantiate, and perpetuate all forms of political ideas, information, and interests for themselves. The same sets of people are used to attack any perceived political opponent or interest or both. Since the identity of the Internet warriors can be camouflaged by the use of pseudo names, many take advantage of this window of 'opportunity' to disparage political opponents of their paid masters. Sometimes, one Internet warrior could operate as many as five or more names, chatting and exchanging information or misinformation about any perceived opponents.

Indeed, many of the pieces of information or misinformation that could not be published in the traditional media (print and electronic) due to media

control by agencies like Nigeria Broadcasting Corporation (NBC) are mostly hosted on the Internet since there still seems to be a very slow response in the Nigeria legal system, to Internet offences that borders on libel. This avenue has therefore become a major battleground where political violence is bred before its final physical escalation in the passive or unsuspecting public in Nigeria.

In their account of the negative impact of the Internet on the society, Imhonopi and Urim (2004) observed that Little Media has contributed to dominance of neo-liberal ideology; cultural invasion; moral decadence; security threats, Internet crimes and more importantly to this paper, information warfare beyond acceptable limit in any civilised society. Still Quoting the *Chinese Defence Science and Technology Information Monthly* again Imhonopi and Urim noted that:

At a time when the information networks have become an important infrastructure of the nation and the military, the information warfare will be a war without the explosives, a war with high invisibility, low cost, international, and multi-area (political, military, economic, social and material resources etc.) approach. The high-tech nature and the unpredictability of combat intelligence in information warfare have made it extremely difficult to organize an information defence.

MEDIA AND POLITICAL VIOLENCE: SOME THEORETICAL CONSIDERATIONS

There is no doubting the fact that there is a nexus between media activities in Nigeria and political violence. This nexus would be explained here using the Marxist theoretical position and the media occupations and professional theory.

The traditional Marxist view of the world have always been that of existence of two major classes of people in the society one of which has and control the means of production while the other do not have nor control the means of production. And that since human life in any society is organised along production for the survival of the society, it then follows that all it takes to survive by any human being must be a function of what happens at the

production process and importantly the class he/she belongs in the line of production. For the Marxist therefore, the economy, which is the infrastructure upon which the super structure stands, is a determining factor for the survival of people. Those that own the means of production, to the Marxist, belong to the dominant class whose interests are protected from the rampaging opposing interest of the dominated class.

The dominant class over the years have used several means to maintain its control, dominance and influence over the society. Apart from religion, and ideology, the mass media is one of the very potent tools in the hands of the dominant class to maintain the status quo and thereby forestall any attempt to effect a change in the society. For Marx, "In every epoch, the ruling ideas are the ideas of the ruling class". The Marxian theorist therefore concludes that the media, which basically publish views, opinions, ideas of people, readily becomes a tool in the hands of the dominant class to propagate the idea of its class as the ruling idea in the society. By this means, the ruling class is able to maintain its control and perpetual dominance over the dominated class.

Marxian Scholars believe that ruling ideas control the information we have about the world, shape our perceptions and perspectives and influence our responses to news content, trend and style. This process or status quo is sustained because the capitalist class has unrestrained and unlimited access to the resources which enable its members to present their ideas as 'normal. Marxist theories argue that while the pluralist perspective claims that there is a marked diversity within the media messages, there is indeed centralized ownership, that is, a few individuals and media corporations own and operate most media. This is true of what obtains in Nigeria, as many media houses and institutions are owned, financed and run by few but powerful individuals in society who determine the quality and quantity of news content, give a jaundiced slant (interpretation and bias) to media message and filter news content to determine what society hears or sees and what is swept under the carpet. Imhonopi and Urim 2004: 29

While the Marxist theory is able to offer how the dominant class has been able to control and sustain its dominance structurally, it has however not been able to explain satisfactorily the process used by dominant class to continue to influence the dominated class. That is why the Media Occupation and Professional Theory are vital in order to establish the nexus between media and political violence in Nigeria.

For the Media Professional theorists, “the internal characteristics of the media organisations provide useful information which helps to explain media content and effects” (Imhonopi and Urim 2004). In their list of criteria, which is adopted by journalists in assessing the news worthiness of a story and determine its publishability, Galtung and Ruge (1965) identified reference to person and reference to something negative as major determinants of what is published or not (Imhonopi and Urim 2004).

On reference to persons, they argued that “stories which can be simplified by personifying the issues into one or more people are desirable, especially if there is conflict between those people” (see Imhonopi and Urim 2004). And on reference to something negative, bad news is news ‘and sells more than good news (Haralambos, 2000).

The two references above are basically the root of political violence in Nigeria through the media. Violence is a constant feature where there are different interests not guided by any profound ideology or civility for the development of any society. Ideology removes the veils of superstition, ignorance, obscurantism, and mystification. Ideology has to do with an illumination of reality, unfolding of reality (Patrick Wilmot in Alliyu 2010). It was these ideas and ideologies that were the bedrock of journalism in the times of great Nigerians, such as Herbert Macaulay and Nnamdi Azikiwe, Ernest Ikoli and a host of others that used ideology based journalism to fight colonialism to a standstill (Alliyu 2010). In contrast, Alliyu noted further that today there are fights and there are fights on the pages of Newspapers and he queried if these fights are devoid of materialism and patronage.

Still along the same line of thought, Emma Nwatu’s account in the Guardian on Sunday, August 3, 2008 in Alliyu (2010) concludes that;

Today, things have really fallen apart. Poor grammatical construction, speculations, insinuations and outright propaganda are now served the public in opinion columns.

Some experts regard this as junk practice. Yet, this has become the common feature of most publications, including some of the front line newspapers

These unwholesome developments in the media further made Alliyu (2010) to infer that newspaper and/or journalism has become a veritable tool in the hands of the bourgeoisies and some affluent class in Nigeria. And that has already, worsened media situation, going by some recent political developments; prepared ground for the collapse of the noble profession that is supposed to be cynosure of idea generation and production. The unceremonious exist of two top fliers Editorial Board members and journalists of a frontline newspaper in 2010 in Lagos lend credence to the decadence gradually overrunning the media profession. More importantly however, are the direct and indirect consequences this unwholesome practice has on the political space of the country, which tilts more towards violence.

The Print Media Information Warfare: The Lagos-Ogun State Axis Pre-2011 Election year

I have argued elsewhere that the structure of ownership of Media Houses in Nigeria and the level of poverty of ideas have continued to impact negatively on the contributions of the media on the democratic process of Nigeria especially by a section of the media. It is within this context that I will place the media reportage of events in Ogun State by a section of the Media in the pre 2011 election year. An advertorial on Thursday 10th June 2010 published in the Nigerian Tribune and signed by a former Information Commissioner in Ogun State, Nigeria depicts two National Newspapers ‘‘as News Media that have thrown professionalism, decency, decorum and journalistic ethics that go with it into the dustbin. Objectivity, fairness and balanced reporting have no place in the two Newspapers, all in a sustained effort to do the bidding of their proprietor. The overall disposition of the two publications is basically adversarial and hostile both to the person of the Governor of Ogun State and the State Government’’. Aside from the advertorial, a petition to the Nigerian Press Council (NPC) was also done about the activities of the papers. Still citing the advertorial, it went further to insist that ‘‘In certain cases, where either of the two publications has an overall of 85% negative coverage, no other publication among the national dailies has more than 5% negative

coverage. What this shows very clearly, is that both newspapers have this brief to deliberately peddle falsehood and portray both the Governor and Government of Ogun State in bad light on a consistent basis. With this disposition, the two publications have done damage to their own reputation and integrity. The reading public, local and international should therefore know that both newspapers are grossly unreliable and not trustworthy in terms of truth and the best practices of journalism, at least concerning Ogun State. He went ahead to ask Where are the pillars of Journalism-Objectivity, Fairness and Balance? And he concluded that: Although the two newspapers have carved a niche for themselves as unreliable sources of truthful information, the kind attention of the Nigeria Press Council (NPC), the Nigeria Guild of Editors (NGE), the Nigeria Union of Journalists (NUJ) and Newspapers Proprietors Association of Nigeria (NPAN), are hereby drawn to this outright debasement of all known professional ethics of Journalism in the firm expectation that they will take appropriate measure to put in effective check to this debasement of the otherwise respectable profession of journalism”.

The content and tone of the Advertorial under examination here reveals a ‘civil version’ of the information war between two frontline politicians in the southwest and media house owners. The other side, which is very dirty, is hosted on the Internet –the Social Media- where the good, the bad and ugly are accommodated and un-moderated for now by anybody in Nigeria. It is this semblance of uncontrolled freedom that has made the Social Media – the avenue to deal dirty with political opponents and interests. The impact of this has been very significant and devastating to those who are at the receiving end of the negative political use of the Little Media. It has also continued to make a large army out of Nigerian youths, though well informed now but, largely uneducated about the extent of damage information mismanagement could do to any development process. The dirty nature of Social Media will definitely be for a very long time to come especially if the stakeholders are not moderated, checked and punished where necessary. This is however not the case with the traditional media.

It is important to point out that a section of the media actually paid

heavily for reckless journalism, unethical conduct and outright lies against a Governor during the time under consideration.

They include:-

- 1) The Leadership Newspaper - The paper had published a libellous story in 2006, where it was alleged that the wife of a former Governor was arrested with 55,000 pounds cash in London. The Newspaper has however published an apology and retraction to the affected people on page 55 of the Guardian Newspaper of Tuesday 12th October, 2010.
- 2) The Insider Weekly published by Insider Communications Limited of 36A, Acme Road, Agidingbi, Ikeja, Lagos, Nigeria was challenged in the Court of Law for falsely and maliciously printing and publishing in their April 17, 2006 edition which came into circulation from Sunday the 9th of April 2006 that a certain Governor and his wife were involved in money laundering with a bold caption as follows in its front page of that edition: "Money laundering Governor, wife arrested in London, under surveillance, his looting of....".

In delivering his judgement in one of Nigeria's High Courts of Justice in Suit No. AB/76/2006 between (Plaintiff) and Insider Communications Limited- (Deputy Editor-in Chief, Insider Communications Limited); (Senior Writer, Insider Communications Limited) Defendants, His Lordship Honourable ruled that:

I believe the Plaintiff is entitled to Damages. No amount of Damages can adequately compensate the Plaintiff for the damage done to his family. No amount of monetary compensation can restore him to the position he was before the defendants defamed him, to place him in a position as if he had not been defamed at all. He is however certainly entitled to damages and an Order of Injunction to prevent further mischief by the Defendants. The Plaintiff- is granted the following (11/08/2009):

*N300,000,0000.00 (Three Hundred Million Naira)
being Aggravated Damages for the Libel contained*

in an Article/Story ; An injunction restraining the Defendants whether by themselves or through their servants, or agents, or otherwise howsoever from further printing, circulating, distributing or otherwise publishing any copies of the said magazine containing the said Libel. -

Going by this judgement got by the plaintiff it is only clear that where such a plaintiff fail to take the option of court, violence may be the readily available alternative, which most often is perpetuated by the followers of the politicians with or without knowledge and support of the principal.

CYBER INFORMATION WARFARE: THE LAGOS-OGUN STATE AXIS PRE 2011 ELECTION YEAR

The Social Media has become veritable means of communications in the recent times such that it cannot be taken for granted by any public office seeker. Its reach is unimaginable and its impact is unfathomable. It is only the uninitiated or geriatric politicians that will joke with the importance of the Social Media. In this Media, there are outlets such as Naija Politics, Facebook, Youtube, Twitter and so on and they have contributed tremendously on information sharing with the speed of light. Such outlets have become a battleground for cyber warriors who give information on many political issues in Nigeria and they sometimes misinform as well. However, any misinformation is, most often than not, 'corrected' by members of the group. Expectedly the race towards the governorship election in April 2011 was dragged to the venue by the 'Cyber Warriors'. And, two former aides of the Governor of Ogun State that fell apart with him were regular members at some if not all of the online Media where, they serve the whole world with their venom of hatred for their principal and all he stood for. It is important to note here that most of what was shared as information or misinformation on this platform were unprintable letters about politicians by politicians in Nigeria. They are therefore not citable in this kind of scholarly work on the one hand and on the other, the authors and source of the information are shrouded in secrecy.

Nevertheless Bernet G. Kelly a Santa Monica California Attorney who

specialises in Internet Law, posits that “the law applies, online and offline”. Nigerian courts should be persuaded by now to extend their tentacles, going by the number of people harassed, maligned and defamed through the Internet in Nigeria. The law must be used to unmask all troublesome cyber Ciphias. Only recently, Carla Franklin won her case in the United States when she made the court to compel Google to reveal the identity of an online harasser of a business consultant who wanted to know who has been anonymously disparaging and fixating on her online (Alliyu 2011).

Both the print media and the Social Media were deployed to wage the information warfare without limit such that political tension in Ogun State was at a breaking point. Issues that should ordinarily not enjoy any mention in a forthright newspaper, most times, became the celebrated ‘news items’ in the editorial columns of Nigeria Newspaper and cyber spaces.

The story has changed now that Daniel’s PDP lost Ogun State to Bola Tinubu’s ACN the media reportage has suddenly turned around. The two newspapers that never saw any good in Ogun State under a Daniel administration now sing praises of Ogun State Administration under Senator Ibikunle Amosun (the new Governor of Ogun State). A careful observer will wonder if Ogun State had suddenly become heaven where there are no more bad roads, no water especially in Abeokuta – the state capital and so on.

Interestingly, the Nigerian Compass promoted by the former Governor of Ogun State, which did not report any negative events in Ogun State while its promoter was in power or at least pretended and used less offensive words has now assumed the role of official opposition paper hammering Ibikunle Amosun consistently on his style of Administration in Ogun State.

The cyber warriors of both camps equally switch role immediately power exchanged hands in Ogun State in May 29, 2011. The two opposing camps on the Social Media sometimes go in the direction of pamphleteering pieces of information exchanged on the net at every available political gatherings in an attempt to further disseminate the information to members of the public that are not Internet freak. Such gatherings are, more often than not avenues that trigger political violence.

CONCLUSION

Part of what was considered vital about information in introductory section of this paper is the purpose and utilization of information. This is very relevant in the context of the current political discuss which focuses on violence. It is almost impossible to have a violent free society. However, it could be reduced to the minimum if progress must be made in any society. It is therefore the opinion of this paper to stress the need for the effective use of the legal system to curb the use of information in the media as a remote cause of political violence. The print media have had its share of the law taken its toll on media houses and journalists in the past, as far back as the early 1940s, for various offences particularly libel.

Nnamdi Azikiwe (1999) noted for instance that

Due mainly to inexperience, Enahoro allowed himself to be decoyed into publishing what turned out to be criminal libel against a former Governor of Nigeria, Sir Bernard Burdillon, whom I rate as a very considerate, humane and reasonable person and a friend of the African. Enahoro's informants deserted him at the hour of trial and he had to bear semblance of a defence, he was sentenced to a stretch of some months in prison. (P 302)

The Social Media must also begin to experience some sanity and decency in communication and media activities. This can only be done if only Nigerians begin to challenge in court all cases of libel or scandalous publications in the Internet knowing fully that the law applies both online and offline.

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Construction of the 'Beauty' Concept: An Analytical Study of Femina - A Leading Women's Magazine

SHOURINI BANERJEE
ONKARGOUDA KAKADE

Abstract

Magazines have often been adulated and have enormous readers due to its vast, varied and rich content in its glossy and colourful pages. Magazines cover issues in an in-depth manner and are read as well as preserved by the readers. The advertisements also play a key part in making the magazines widely popular. Women's Magazines in India have a fundamental role to play in educating, informing, and creating awareness about various women issues. Magazines are instrumental in spreading awareness about various women issues and should negate the stereotyped portrayal of women as 'fashion-obsessed', 'beauty-obsessed' and portrayed as 'Glam dolls'. This research paper deals with a content analysis of 'Femina' magazine, a leading women's magazine in India for 4 months- January to April 2016 (5 issues). The space given to each component in magazine content has been adequately studied. The results reveal that the content of the magazine is highly coloured with notions of beauty, fashion and advertisements which objectify women.

Keywords: Women's Magazines, Stereotype, Beauty, Objectify

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INTRODUCTION

In today's world, it is difficult to avoid the media. The role of mass media in our daily life is undeniable. Magazines are an integral component of print media, and have potential to sustain readers and build circulation.

Magazines are liked by all and sundry due to its glossy pages and wide variety of articles. It gives an in-depth view on the current happenings and covers wide range of topics of interest like travel, food, celebrity, lifestyle, arts, and entertainment, fashion, health, culture, and so on. In this age of globalization, women are still struggling to find equal footing in our patriarchic society in all aspects due to the persistence of stereotypes and inequalities. Thus, women's magazines should contain content which focuses on uplifting and boosting the morale of women and giving career-oriented information as well. Unfortunately, several studies have revealed that women's magazines devote maximum space to articles and advertisements related to physical beauty concepts like weight issues, looks and appearance or beauty surgery. Lindsey & Bissell (2014) opines that women's magazines, have the ability to shape the thinking process on weight loss and body image. Women's magazines and fashion magazines have to take the blame upon themselves for being too preachy about ideal feminine body and attitude image. Not only the content but the advertisements too are stereotypical. When one theorizes "Framing" in mass communication, it helps us to understand how media content that is framed by message creators influence the audience. Framing means the most important and relevant matters deemed by the message creators send, irrespective of the negative influence it has upon the psyche of the women. Magazines influence teens, women and the aged alike and may lead to several body dissatisfaction, plastic surgery, lifestyle changes as well as eating disorders.

More often than not we come across advertisements which claim to magically eradicate all sorts of ugliness from our face, body or any physical features. The advertisements assure us that achieving a clear face or bouncy hair or carrying a particular brand of handbag will remove all troubles in our life. Advertising constitutes to be a very important part of a magazine for its revenue.

LITERATURE REVIEW

Anjalin Umana (2015) has stated that, the magazines depict an explicit message of beautification and pleasing men. Skill oriented, career-focused and sports related advertisements were missing from the magazines. She

has expressed that the magazines were abundant with excessive erotic display of the women body.

Shyama Kumari, Shradha Shivani (2013) has found in their study that 64.2 per cent of the advertisements in the magazines had portrayed women in stereotypical roles- as a housewife or as a sex object. They have also found that women featured more in women's products and were less in commercials of financial services and telecom.

Das (2000) has stated in the study on Indian magazine advertising scenario [1984-1994] that the portrayal of both men and women has undergone tremendous change over the years, but it largely remains stereotypical.

Ferguson, Kershel & Tinkham (1990) has found that women in the magazine advertisements have been stereotyped mainly as sex objects, portrayed in traditional roles such as housewife and are shown as dependent upon men.

OBJECTIVES

- To analyse the textual content of Femina Magazine
- To analyse the advertisements of Femina Magazine.
- To analyse the construction of the concept of "Beauty" and other feminine characteristics

METHODOLOGY

This research paper deals with a qualitative and quantitative content analysis of 'Femina' magazine, a leading women's magazine of India. Five issues of Femina magazine, a fortnightly, published during the span of 4 months from January to April 2016 were selected based on representative sample features. Fifty percent of total issues meaning 5 issues out of a total of 10 issues published during 4 months were selected through Systematic Random Sampling. The space given to each component of the magazine content in the magazines has been adequately studied. The advertisements as well as the thematic content of the magazine have been critically studied using codes.

Codes

The codes have been framed based on Goffman's Frames and Kang's Additional categories as well as Arthur and Resko's (1975) codes.

- Caption
- Body Language
- Rewards offered

ANALYSIS

Table 1: Area Analysis of Femina Magazine

Issue 2016	Number of Ad Pages	Ad %	Number of Content Pages	Content %	Total Number of pages
January 12	57	41.30 %	81	58.69 %	138
February 8	51	36.95 %	87	63.04 %	138
March 2	69	47.91 %	75	52.08%	144
March 25	78	47.56 %	86	52.43 %	164
April 8	70	47.94 %	76	52.05 %	146

From the Table-1, it can be seen that the advertisements comprise nearly 57 pages (41.30%), whereas the textual content is printed in 81 pages (58.69%) for the Jan 12 Issue. The next issue (February 8) has 51 pages (36.95%) of advertisements whereas 87 pages (63.04%) constitute magazine content. Similarly, 78 pages (47.56%) comprise of advertisements whereas 86 pages (52.43%) comprise of textual content for the March 25 issue. The further issues (Apr 8) has 70 page (47.94%) advertisements, 76 pages (52.05%) content and (March 2) 69 pages (47.91%), 75 pages (52.08%) respectively.

Table 2: Analysis of Product wise Advertisements

Product Category	Advertisements in the Issues
Beauty/Cosmetics/Fashion	70
Clothing/Shoes/ Bag	52
Jewellery	60
Food	16
Health	7
Finance	5
Tourism	3
Magazine	13
Electrical	8
Others	25

It is evident (Table 2) that beauty products, cosmetics and fashion items have been advertised the most, followed by Jewellery, apparels, shoes and bags. Significantly, food items have considerable advertisements, but health, electrical and electronic ads are least preferred in women's magazine. Surprisingly, there were no automobile advertisements in the women's magazine denoting the stereotypical attitude of advertisers, as they are likely to prefer a business or sports magazine that enjoys high male readership.

Table 3: Brand wise Analysis of Advertisement Content

Brand	Product Category	Caption	Body Language	Rewards Offered
Ponds White Beauty BB Cream	Beauty	"Instant spot-less fairness, everyday."	The woman looks confident and bright.	Fairness and spot-less face is essential for every woman to look picture- perfect every day.
Fair and Lovely BB Cream	Beauty	"Fairness Cream with a Make-up Finish"	In order to achieve professional excellence, it is important to devote time to look good.	It has the dual qualities of foundation and fairness which helps in having the best face for facing job interview.
Ponds Age Miracle	Beauty	"Makes you feel up to 10 years younger"	Fresh and younger looks.	Anti-ageing properties to make you look 10 years younger. Miraculous day cream.
Loreal White Perfect Magic White	Beauty	"Revolutionary Whitenig"	Fresh, vibrant, bold looks.	Brighten skin within 5 seconds. Flawless radiance with double whitening elements.
Close Diamond Attraction	Tooth paste	"Diamond Attraction"	The woman has shining teeth which makes her happy and content.	The whiter and shiny teeth will make you look beautiful and help you escalate the social ladder
Santoor Gold	Soap	"For beauty that is as eternal as Gold"	The woman has radiant and glowing skin.	The soap offers bright, sandal-kind, youthful charm.
Asmi Diamond Jewellery	Jewellery	"For the woman of spirit"	Charming, mesmerized complacent.	A woman who is free-spirited and is eternally beautiful wears diamonds
NAC Jewellers- Fabula	Jewellery	"Swankily Seductive"	The woman has a charm and elegance with amazing poise.	The jewellery will seduce and bring in flamboyant attitude

Kelloggs Specail K	Food	"2 Week Challenge"	Confident, slim avatar, ready to rock the marriage. the confidence and enjoy	2 bowls, 2 weeks will help in reducing 2 and a half kgs which is essential to uplift the wedding season.
Imperial Jewellers	Jewellery	"The Beauty, untouched by the world."	The woman finds her true calling in the jewellery, which makes her beautiful.	Unique Beauty, because of the dazzle of the jewellery.
V Star	Under garments	"The New body language"	Eyes fixed downwards, clad in cowboy style wearing undergarments.	"Girl is the New boy" tagline tries to relate a woman with a man. The undergarment will help in becoming bold and be a part of the new-age woman
Triumph	Under garments	"The maker of Lingerie"	Girl, half-naked, clad in lacy lingerie engrossed in her own self.	Nothing's more beautiful than a woman in lace- is the tagline which states that a woman needs to adorn herself in lacy lingerie to be beautiful.

Table 4: Quantitative Analysis of Textual Content

Issue	Pages for Beauty/ Fashion/ Lifestyle/ Sex/ Relationship	%	Pages for Academics/ Career/ Health/ Inspirational Profile	%	Total No. of Pages (Textual)
Jan12	53	65.43	28	34.56	81
Feb 8	72	82.75	15	17.24	87
Mar 2	62	82.66	13	17.33	75
Mar 25	69	80.23	17	19.76	86
Apr 8	64	84.21	12	15.78	76

Table-4 shows that comparatively the amount of space given to beauty, fashion /sex /relationship is higher than pages dedicated to academics, career and health. Motivational stories of personalities in off-beat areas are few. In Jan 12 issue, considerable space has been provided to topics related to beauty, fashion, lifestyle, sex and relationship with 53 pages (65.43%) whereas academics, career, health have 28 pages (34.56%). The next issues have a similar pattern to share. (Feb 8) issue has 72 pages (82.75%) to beauty, fashion etc content and merely 15 pages (17.24%) for academics, career oriented content. The Mar 2 issue has 62 pages (82.66%) for fashion, beauty

etc and only 13 (17.33%) for inspirational and career oriented content. It appears to be the magazine policy as even successively issues like Mar 25 also shares similar content share where 69 pages (80.23%), a major chunk of the textual content is about fashion, beauty and sex whereas a very minimal 17 pages (19.76%) for career and health related issues. This is followed by Apr 8 issue which has 64 pages (84.21%) for fashion, sex etc and barely 12 pages (15.78%) for motivational and career oriented stories.

FINDINGS

- Very few articles focused on women's health, personal hygiene, career, educational prospects or finance. Majority of the articles were devoted to fashion trends, lifestyles, cosmetics, beauty products, sex and relationships.
- Cover story of an issue dedicated to "India's Most Beautiful Women 2016", had only prominent film personalities of Bollywood bagging the crown. It reinforced that beauty is related to stardom and physical appearance and not achievements in other areas.
- There were certain motivational stories on woman war journalist, Muslim woman writer, woman storyteller, woman space scientist, women entrepreneurs, woman NGO worker, women insurance agents, women on managing debts, organic farming, Kashmiri sportswoman, woman bike-rider and on tips to juggle between career and motherhood. However, the number is minimal but the articles were inspirational.
- Personality profiles were mostly of actors, models, singers, musicians and directors. People from various walks of life needs to be featured more in the magazine rather than people from the silver screen.
- The advertisements of cosmetics, bags, shoes and clothing items denote the reinforcement of the products to enhance the physical appearance and construct the notion of "Beauty." The products mostly stated that the usage would help in the glowing appearance of a woman and aid in uplifting the social status as well as attract the opposite sex.
- The advertisements mostly jewellery and cosmetics tried to mislead women by portraying their products to make a woman look elegant, fair, slim and unique. These notions ingrained deeply in the psyche of the woman who in turn opt for several ways to get that stereo typed

“feminine sculpted perfect look.”

- LIC is the only financial service featured in the magazine and had women as its models.
- Automobile, electronic gadgets, electrical items and finance have been given minimal or absolutely no place in the magazine. This reinforces the stereotype that women are interested in fashion, beauty and sex and not other aspects.

CONCLUSION

Femina is a leading women's magazine in the country; therefore, it undeniably has a lot on its shoulders to provide to women. The magazine though caters to urban, English speaking upper elite class of the society, has to fulfill its obligations to the society. Mostly, covered with advertisements and content about love, sex, relationships, fashion and lifestyle trends, there is a dearth in its coverage of development issues. The careful analysis of the textual content implies that career, education, environment, legal, political, social, and health aspects were completely untouched. With our country still struggling to provide a gender equity environment due to the deep-rooted patriarchal set-up, a leading women's magazine like Femina has an obligation to serve women's cause besides fashion, beauty, and sex.

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Age, Gender and Ethnocentrism: The Role of Media

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Abstract

Inter-religious and intercultural appreciation and acceptance is of tremendous importance in a multi-cultural society like India. Equality as a powerful driving force is necessary to the existence and development of a secular country. However, powerful forces are at play to divide the country by religion, caste, language and by class. Proving ethnocentrism is growing in the country, the authors bring out the role of media and suggests that a strategic media content along with a visionary government intervention can correct the system towards harmony and development.

Keywords: Ethnocentrism, Gender, Media

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INTRODUCTION

Indian culture is rich and diverse. Every state has its own distinctive culture and identity. Compared to any other country in the world, the social identity of an individual in the country depends on caste, religion, class, clan, community, and interest group and becomes the basic unit of social action.

Ethnocentrism is a reality in this multi-stage divided society. It is very common that people think of their religion, caste, language, customs, traditions, and culture as more superior to those of others. These attitudes affect people's behavior in a society.

The term ethnocentrism was coined by William Graham Sumner, a social evolutionist and professor of Political and Social Science at Yale

University. He defined it as the viewpoint that “one’s own group is the center of everything,” against which all other groups are judged (newworldencyclopedia.org).

Barger (2008) considers it as the tendency of making false assumptions about other ways of life based on one’s own limited experience. The problem with ethnocentrism is that it leads to misunderstanding people by falsely distorting what is meaningful and functional to them in the light of one’s ‘own’ life experiences.

Ethnocentrism has its positive and negative impact. It creates rigid mindset and sense of false superiority. It often leads to disharmony, clashes and violence between communities of people.

LITERATURE REVIEW

Many studies have been conducted on the effect of ethnocentrism in multicultural and multi religious societies.

Qingwen, Kenneth and Christine (2012) stated that, ethnocentrism has the potential to create stereotypes, prejudice, and negative behaviors against ethnic/minority group members. Axelrod and Hammond (2003) stated that, ethnocentric agents could form power groups and work together to achieve their aims.

Zikargae Hailemariam (2013) observed that, students who have high self-esteem that manifests greater social distance among cultural, religious, ethnic groups and less mutual understanding, tend to reject the diversity, knowledge, believes attitudes, judgments and worldviews or perspectives of other cultural, religious and ethnic groups in general.

Njoroge and Kirori (2014) observed a constant competition for control of resources and political power in Kenya, a multi-ethnic society with more than 40 ethnic groups.

OBJECTIVES

Religion and culture shape the lifestyle of people. All the rituals and traditional activities are linked with culture. Ethnocentrism is a growing social reality in a multicultural society like that exists in India. It ranges from acceptance to fundamentalism and even to animosity. The present research

paper explores how people value and appreciate different cultures, practices and traditions of various religious groups. It studies the levels of ethnocentrism of various sections of the society and the role of media in shaping it.

METHODOLOGY

The study was conducted in a city in the State of Karnataka where industrialization like other cities in the world changed the lives of the people from agrarian culture to so called modern urban culture. The researcher found Bhadravati city in Shivamogga district as an ideal study site for this study. This city changed from a traditional agrarian society into industrial society owing to the establishment of large scale steel and paper industries in order to harness rich natural resources of iron ore, rivers and forests in this belt. Due to industrialization, the city witnessed influx of people from other cultural regions migrating to this city in search of sustainable jobs.

Respondents from the four major religions and cultural groups in the study site – Hindu, Muslim, Christian, and Jain – were chosen for closer observation and in-depth study.

Researcher also used a standardised ethnocentrism test developed by James Neuliep and James McCroskey (1997). The test depended on answers (as in Likert scale) given to 24 statements concerning feelings about respondent's culture and other cultures and the corresponding value. Scores greater than 80 indicated high ethnocentrism. Scores of 50 and below indicated low ethnocentrism.

The other research tools used in this study were participant observation, ethnography, interviews and survey questionnaire. The study was designed as a qualitative research, with inputs also from the ethnocentrism test.

ANALYSIS

Respondents who lived in Bhadravati city in a close geographical proximity have been exposed to various cultural and religious practices and traditions. The research found that most of the respondents were rigid about their religion and cultural beliefs.

Levels of Ethnocentrism

Table -1 shows the results of the ethnocentrism test based on religion,

age and gender. Thirty respondents each from four religions were subjected to the test. They were further divided equally by gender, and age.

Table - 1 Ethnocentrism among respondents

Details	Children		Youth		Elders		Total
	Male	Female	Male	Female	Male	Female	
Hindu- Score							
80 >	03	02	03	03	01	02	14
<80	02	03	02	02	04	03	16
Muslim Score							
80 >	02	01	01	04	00	02	10
<80	03	04	04	01	05	03	20
Christian Score							
80 >	03	02	01	02	00	02	10
<80	02	03	04	03	05	03	20
Jain Score							
80 >	02	01	01	02	01	01	08
<80	03	04	04	03	04	04	22
Total	20	20	20	20	20	20	120

The test showed that the ethnocentrism among the Hindu respondents who scored above 80 was the highest (14), followed by Muslims (10) and Christian respondents (10) and 08 from Jain religion. It is alarming to note that 42 out of 120 respondents from different age groups in all the religions have high levels of ethnocentrism.

Table-1 also shows that out of 40 children respondents 10 boys and 6 girls in all the four religions have high ethnocentrism. It shows that comparatively boys have high ethnocentrism than girls. Among the 40 youth respondents, 17 (6 men and 11 women) have high ethnocentrism level. Among the 40 elders, 10 (two men and eight women) have high ethnocentrism level. Altogether, children and youth are showing high ethnocentric traits.

Table 2 shows the range and average score earned by each respondent group. The range of score for all the respondents was 64 – 95, with an average score of 76.77.

Table 2. Range and Average score of Ethnocentrism

Religion	Children		Youth		Elders		Total	
	M	F	M	F	M	F	M	F
Hindu	[66-84] 75.6	[75-87] 80.4	[65-85] 76.6	[71-84] 77.8	[73-91] 77.2	[73-86] 78.4	[66-91] 76.46	[71-87] 78.86
	[66-87] 78		[65-85] 77.2		[73-91] 77.8		[65-91] 77.66	
	[64-87] 77.2	[67-80] 74.8	[70-84] 76.2	[73-88] 81.8	[67-77] 73	[69-84] 76.6	[64-87] 75.46	[67-88] 77.73
Muslim	[64-87] 76		[70-88] 79		[67-84] 74.8		[64-88] 76.6	
	[72-83] 78.6	[65-95] 76.8	[67-78] 75	[66-88] 79.96	[71-80] 75	[70-85] 76.4	[71-83] 76.2	[65-95] 77.6
	[65-95] 77.7		[66-88] 77.3		[70-85] 75.7		[65-95] 76.9	
Christian	[68-82] 74	[70-80] 74.2	[71-79] 74.6	[77-93] 83.8	[74-86] 79	[65-75] 70	[68-86] 75.86	[65-93] 76
	[68-82] 74.1		[77-93] 79.2		[65-86] 74.5		[68-93] 75.93	
	[64-87] 76.35	[65-95] 76.55	[65-85] 75.6	[66-93] 80.75	[67-91] 76.05	[65-86] 75.35	[64-91] 76.6	[65-95] 77.55
Jain	[64-95] 76.45		[65-93] 78.17		[65-91] 75.7		[66.95] 76.77	
	[64-87] 76.35		[65-85] 75.6		[67-91] 76.05		[64-91] 76.6	
	[64-95] 76.45		[65-93] 78.17		[65-91] 75.7		[66.95] 76.77	
Total	[64-95] 76.45		[65-93] 78.17		[65-91] 75.7		[66.95] 76.77	
	[64-87] 76.35		[65-85] 75.6		[67-91] 76.05		[64-91] 76.6	
	[64-95] 76.45		[65-93] 78.17		[65-91] 75.7		[66.95] 76.77	

The range of scores among Hindu respondents is 65-91, followed by Muslims 64-88, Christians 65-95 and Jains 65-93. The average score of Hindus is 77.66, Muslims is 76.66, Christians is 76.9 and Jains is 75.93. The Table -2 also shows that the average score of ethnocentrism of Hindu children (78); Jain and Muslim youth (79.2 & 79 respectively) and Hindu elders (77.66) were strikingly high. Overall, youths comparatively have higher scores than others. The data suggests that ethnocentrism is low at childhood, maximum at youth and declines with old age.

Ethnocentrism and social interaction

Data from interviews, observation and survey reiterates that the respondents’ social interaction and involvement are controlled by their

ethnocentrism or cultural openness. Researcher found that people were very much ethnocentric towards their culture. This was evident in their choice of friends, house visits, participation in events held at home like marriage and birthday parties, participation in the religious festival of other religions, visiting holy places of one's own religion to visiting those of other religions. Openness to others' food habits, dress habits, and cultural practices are also controlled and limited by the levels of ethnocentrism present among the respondents.

Political ideologies embedded into religious belief systems was making people more ethnocentric. Respondents felt that the political situation in the country was creating a sense of fear among people depending on whether they belong to majority or minority religion consequently making people more community oriented and ethnocentric.

Media, communication and ethnocentrism

The role of media in cultivating, maintaining, maximizing and removing ethnocentrism was the prime concern of the research. This was gathered based on how people perceived media and cultural exchanges. Table-3 summarizes people's opinion on whether media is culturally open or skewed.

Table 3. Cultural Openness of Media

Age Group	Strongly Agree	Agree	Disagree	Strongly Disagree	Can't Say	Total
Children	04	24	08	01	03	40
Youths	07	26	02	05	00	40
Elders	04	15	08	08	05	40
Total	15	65	18	14	08	120

About 65 (54.16%) respondents agreed that media is encouraging interreligious acceptance and understanding, with another 15 (12.5%) strongly agreeing. However, 18 (15%) disagreed, and 14 (11.66%) strongly disagreed. While the answers are analysed based on the age group, only a few elders were found agreeing to the statement.

Table 4 shows how people reacted to the statement, *media promotes social harmony*. Harmony between communities, cultural groups and religions is essential for any country's existence and development. Role of

media in maintain harmony in the society is vital. In a country like India, which is secular, social harmony assumes significance. The question was pertaining to whether the media itself promotes harmony or they are biased with certain groups.

Table 4. Media Promotes Social Harmony

Age Group	Strongly Agree	Agree	Disagree	Strongly Disagree	Can't Say	Total
Children	07	12	12	06	03	40
Youths	05	17	13	03	02	40
Elders	05	13	10	07	05	40
Total	17	42	35	16	10	120

Table-4 shows that 42 (35%) respondents agreed and 17 (14.16%) strongly agreed that media is *creating social harmony in the society*. However, at the same time 35 (29.16%) respondents disagreed that media is creating social harmony, while 16 (13.33%) respondents strongly disagreed. Instead, they stated that it is giving importance to only one cultural ideology. The general trend of the respondents across the age group does not give clean chit to media in its role of establishing peace in the society.

The answers were much clearer, when the statement, *whether media gives equal importance to all religions* was posed to the respondents.

Table 5. Media Gives Equal Importance to All Religions

Age Group	Strongly Agree	Agree	Disagree	Strongly Disagree	Can't Say	Total
Children	07	04	10	12	07	40
Youths	08	12	11	06	03	40
Elders	06	07	12	08	07	40
Total	21	23	33	36	17	120

Table -5 shows that 23 (19.16%) respondents from different religious groups agreed and 21 (17.5%) strongly agreed that media gives equal importance to all the religions in news content. However, 33 (27.5%) respondents disagreed and 36 (30%) respondents strongly disagreed with

the statement. Respondents also revealed that media is promoting only religion of the majority and mainstream cultural activities in all its programmes. It is giving more importance to majority culture celebrated in the society.

The researcher also looked at school syllabus to see the intercultural and inter-religious content that reach the students that might have shaped their mindset. Table 6 shows the content with religious overtones present in the school textbooks. Very clearly majority religion and traditions and practices have dominated school syllabus.

Table 6. Statistics of religion based issues in State and Central Syllabus

Standard	State Kannada Medium Syllabus				Central English Medium Syllabus			
	Hindu	Muslim	Christian	Jain	Hindu	Muslim	Christian	Jain
1 to 4	17	07	07	05	22	02	02	02
5 to 7	15	00	00	00	06	00	01	00
8 to 10	13	00	01	03	09	01	02	01
TOTAL	45	07	08	08	37	03	05	03

CONCLUSION

When people of diverse ethnic, religious and cultural background live together in a close proximity, their exposure to rituals, traditions, and philosophies of culture are natural. However, the social dynamics of power play in a society whereby a majority group may not only become powerful but those religious perspectives and cultural traits may weaken the other ones. When the same is reiterated as the ideal one by media and other power structures like politics and government, the minority cultures may be shocked and resort to measures to strive for existence.

The same sociological situation had resulted in a high ethnocentrism among respondents chosen for this study. Media, religions and school curricula were driving people towards more ethnocentrism. Though the levels were high among all religions, majority religion showed greater signs of ethnocentrism. The ethnocentrism has encouraged fundamentalism in both majority and minority religions destroying communal harmony and peace in the society.

The researcher suggests conscious efforts from media and government to propound religious harmony as cultural polarization is harmful for the

secular fabric of the society. Media should promote intercultural and interreligious appreciation at schools, in neighborhoods, communities, and other locations to educate people to be more tolerant of other religions and to change ethnocentric mindset of the people.

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